

## **JOB SUMMARY AND PERSON SPECIFICATION**

**Job Title:** Head of Individual Giving

**Reports to:** Commercial Director

**Based at:** **Remote / home based with regular travel (approx. 1 day per week) and leading a remote team.**

<b>Job Purpose</b>	As a fundamental part of our income and engagement strategy, lead the development and implementation of a growth strategy to achieve a strong and active individual giving supporter base achieving income and donor engagement targets across all audiences and products.
<b>Accountabilities</b>	<ul style="list-style-type: none"> <li>• Responsible for the development of Help for Heroes overall Individual Giving programme.</li> <li>• Responsible for the development of propositions, products, journeys, channels and setting objectives and requirements for digital platforms / solutions to grow the supporter base significantly focusing on growth audiences and building long term loyalty and value for supporters</li> <li>• The role is responsible specifically for all individual giving income streams including regular giving, cash, legacy giving and in memoriam, payroll giving.</li> <li>• This includes responsibility for Supporter Care and Legacy Administration ensuring we give a best in class service to donors and the Charity</li> </ul>
<b>Main Responsibilities</b>	<ul style="list-style-type: none"> <li>• Set and deliver a clear strategy to grow the active donor base and maximise long term sustainable income from all individual giving income streams. Implement a strong multi-channel direct marketing fundraising programme to achieve this, appointing and managing agencies as required and utilising internal digital and content teams effectively.</li> <li>• Includes setting realistic forecast models and targets over 3 and 5 years to achieve outcomes.</li> <li>• Using our audience segmentation and database, implement clear strategies and supporter journeys to grow target audiences in terms of income and lifetime value.</li> <li>• Provide strong leadership to the team to achieve targets.</li> <li>• Working with product lead, ensure products are fit for purpose and develop new ways of giving to support this.</li> <li>• Lead and own effective reporting on programme using internal and external benchmarks and setting clear, measurable KPI's working with Data and Insight.</li> </ul>



	<ul style="list-style-type: none"> <li>• Management of the Supporter Care Team, ensuring we run an efficient and effective service that complies with sector regulation and best practice.</li> <li>• Management of database working with data and insight and external agencies as needed to drive data driven marketing including propensity modelling and responsive supporter journeys. Appoint and manage agencies as required to achieve strategy.</li> <li>• Lead, set requirements and commission, with digital and data, any external platforms that support individual giving e.g. Online payments, Lottery platform ensuring meet needs of supporter and are integrated to form a holistic picture of supporter. Ensure data transfers are managed effectively, efficiently and coherently delivering best supporter experience.</li> <li>• Management of budget, including the development of forecast tools/models and business cases for additional investment and resource.</li> <li>• Actively build knowledge of H4H including a clear understanding of existing and future Recovery plans</li> <li>• Keep abreast of charity law and fundraising developments across the charity sector by liaising with fundraising staff in other organisations, undertaking training, attend conferences and abiding by the Charities Act and IOF code of fundraising practice.</li> </ul>
<p><b>Essential Qualifications and Experience</b></p>	<ul style="list-style-type: none"> <li>• Has substantial experience in leading direct marketing and income generation across a range of media with direct experience of leading growth in income and active donors across Individual Giving (including Retention, Cash, In mem, Lottery and Legacy)</li> <li>• Supporter driven with experience of implementing growth audience planning and supporter journeys to achieve results.</li> <li>• A strong and effective leader of both their team and within the broader organisation, able to present ideas clearly and gain support. Experienced as a key member at Leadership team level.</li> <li>• Data driven with demonstrable experience of setting and reporting to effective KPI's, using these to make changes and drive programmes forward. Able to work effectively with data to achieve results.</li> <li>• Strong data driven marketing experience with the ability to guide and deliver successful marketing campaigns through multiple channels including digital for a wide variety of products.</li> <li>• Excellent at influencing internal teams and managing third-party agencies effectively</li> <li>• Strong budget management and able to build effective business cases for investment</li> <li>• Excellent communication skills, particularly in presenting and delivering complex information</li> </ul>
<p><b>Essential Knowledge,</b></p>	<ul style="list-style-type: none"> <li>• Excellent demonstrable results based marketer with significant experience of building and implementing direct marketing programmes across all channels.</li> </ul>

<p><b>Skills &amp; Understanding</b></p>	<ul style="list-style-type: none"> <li>• Data driven and able to understand and lead effective use of data to drive decisions and programmes</li> <li>• Proactive decision maker</li> <li>• Inquisitive and analytical. Able to assimilate large quantities of complex information and share these simply with a range of audiences.</li> <li>• Strong and driven influencer and negotiator, able to use data and insights to influence and persuade colleagues across the charity.</li> <li>• Understanding of fundraising technology inc use of CRM and online donation portals.</li> <li>• Working knowledge of legacy admin and case management to provide oversight and leadership.</li> <li>• Good working knowledge of Charity Law, GDPR, Fundraising Code of Practice, Gift Aid and marketing practices that relate to individual giving.</li> </ul>
<p><b>Key Competencies &amp; Behaviours</b></p>	<ul style="list-style-type: none"> <li>• Confident and polite manner</li> <li>• Results focused</li> <li>• Ability to build rapport quickly and to understand needs and expectations</li> <li>• Ability to remain calm under pressure</li> <li>• Displays the highest levels of integrity, confidentiality and commitment</li> <li>• Respond quickly to changing demands and demonstrate strong skills in prioritisation and time management</li> <li>• Work within a range of environments and working cultures, adapting personal style accordingly</li> <li>• Lead and drive work forward with minimal direction</li> <li>• Analyse information quickly and communicate in a concise and articulate manner</li> <li>• Attention to detail in all aspects of work</li> <li>• Demonstrates an ability to work as part of a team and be a flexible team player</li> <li>• Demonstrates self-motivation</li> <li>• Flexible re. hours of work</li> </ul> <p>Model our Values. We are:</p> <ul style="list-style-type: none"> <li>• Innovative-Collaborative-Authentic-Resourceful-Energetic</li> </ul>