

## JOB DESCRIPTION

<b>JOB TITLE</b>	<b>Individual Giving Manager</b>
<b>LOCATION</b>	<b>Home based</b>
<b>HOURS</b>	<b>22.5 to 30 hours, one year fixed term with possible extension</b>
<b>SALARY</b>	<b>£32,000 - £36,000 (pro rata depending on experience)</b>
<b>REPORTING TO</b>	<b>Head of Fundraising and Communications</b>
<b>RESPONSIBLE FOR</b>	

### **Job purpose**

Lead on the development, planning and delivery of all individual giving fundraising activity. This role is responsible for developing a donor retention and acquisition strategy. You will develop inspiring and effective digital and direct marketing fundraising products to engage supporters.

### **Main duties and responsibilities**

- Manage and develop an individual giving and digital fundraising strategy to engage existing and new supporters across all channels to increase income.
- Plan and deliver a variety of fundraising products to broaden the charity's audience base, including the management and development of the existing 'Friends scheme'.
- Ensure a consistent and engaging supporter experience and journey at all touch points across the organisation
- Work with communications and music delivery to identify and maintain engaging stories and content to share with supporters.
- Work closely with the Communications and Engagement Officer to maximise digital fundraising through social media channels.
- Manage individual giving income and expenditure budgets for all campaigns, ensuring close monitoring of performance, risks and opportunities.
- Develop an insight and evidence led approach to creating new fundraising products, working in an agile way to react and learn from internal and external sector trends.
- Effectively manage external agency and supplier relationships, ensuring clear communications and briefings on individual giving activities.

- Maintain a good understanding of regulation and charity law, especially in respect of data protection, gift aid and lottery and gambling act.
- Provide a valuable contribution to the fundraising team strategic planning and work effectively across the team on a day to day basis to join up opportunities.
- Manage donation and supporter information on the database and working closely with the finance team to ensure effective income analysis.
- Manage, plan and deliver Facebook and other digital fundraising campaigns.
- Set out clear appeal and campaign aims, objectives and KPIs to accurately monitor, respond and evaluate success.
- Stay well informed about news and emerging issues relating to the health, arts, culture, and creative sectors, as well as the fundraising profession, and share updates with colleagues.
- Maintain a confidential, sensitive and discrete approach to personal, sensitive and organisational information.
- Contribute to a culture of equality and demonstrate a commitment to creating a genuinely inclusive organisation.
- Represent the organisation in a positive manner.
- Maintain the level of professional development and competence required to carry out this role and notify the company immediately of any circumstance that affects this.
- Adhere to and uphold Music in Hospitals and Care's mission, vision, social purpose, strategic aims and policies
- Act with integrity and maintain the highest professional standards at all times.
- A flexible approach is required for the role, as additional, reasonable duties commensurate with the role and as agreed in advance with the Chief Executive may occur from time to time.

### **General**

- Compliance with Music in Hospitals & Care policies
- Act with integrity and maintain the highest professional standards at all times.
- Carry out other duties as necessary to meet the needs of the organisation
- Commitment to the organisation's aims and values.

*This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.*

## PERSON SPECIFICATION

	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<p>Raising funds through individual giving and/or digital fundraising</p> <p>Using e-marketing and/or direct marketing in a charity.</p> <p>Growing individual giving and/or digital fundraising programmes</p> <p>Using CRM and Facebook fundraising</p>	<p>Individual giving for a national charity</p> <p>Managing membership schemes</p> <p>Working with Facebook Business Manager.</p>
<b>Knowledge and skills</b>	<p>Data protection and fundraising best practice.</p> <p>Excellent verbal and written communication skills</p> <p>Reporting and monitoring success against key KPIs</p> <p>Good understanding of how to create and deliver a powerful and compelling case for support, and the creativity to bring appeals to life</p> <p>High standard of accuracy and attention to detail</p> <p>Excellent organisational skills</p> <p>Numerate and confident working with budgets</p> <p>PC and Microsoft Office literate</p>	<p>Project management skills</p>
<b>Personal attributes</b>	<p>Ability to work effectively and positively as a team member</p> <p>Proactive in driving your personal</p>	

	development Team player Passion and a positive attitude	
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