

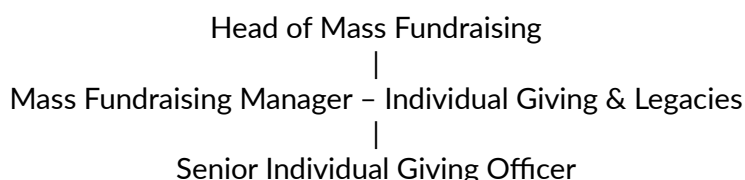
JOB TITLE:

Senior Individual Giving Officer

Department	Division	Reports to	Salary	Type of contract
Income & Engagement	Mass Fundraising	Mass Fundraising Manager – Individual Giving & Legacies	£35,000	Permanent

Location:

Person in this role can be based anywhere in the UK but will need to be comfortable travelling to Make-A-Wish Reading hub at least twice a month. Travelling to Reading to fulfil your role duties is not reimbursed, but when you travel to the hub on organisational occasions specified in expensed meetings calendar, you'll be reimbursed through payroll. The role might also require travel to London and locations across the UK which will be reimbursed in line with organisation's expenses policy.

Direct reports/Immediate relationships:

Core Purpose:

This role is responsible for the delivery of the Individual Giving programme within the Mass Fundraising team. Campaigns and appeals that drive support from individuals include cash, regular giving, legacies, in memory including Tribute Funds, and payroll giving. The Mass Fundraising team play a vital role in contributing to our organisational strategic goal of developing sustainable sources of income.

The Senior Individual Giving Officer is responsible for utilising channels such as digital, direct mail, DRTV and direct dialogue. As part of this role, they will lead on a variety of campaigns and projects across the Individual Giving and Legacies team.

We have secured a significant level of long-term investment from the Board to substantially grow the Mass Fundraising programme, drive sustainable income growth and grow our supporter base. This Senior Officer role will play a vital role in supporting the successful delivery of this programme.

Key Responsibilities:
Planning, Budgeting & Reporting

- Work with the Mass Fundraising Manager – Individual Giving & Legacies to develop the IG marketing plan, making recommendations to meet our strategic goal.
- Use learnings, data and evidence to make recommendations.
- Monitor and report on campaign performance and budgets, feeding into quarterly reforecasts, providing rationale for variances.
- Create accurate, centralised and streamlined reporting to feedback to the organisation on campaign performance.

Campaign Delivery

- Deliver the Individual Giving activity plan taking into account existing learnings and recommendations, in line with the wider Income and Engagement Strategy.
- Ensure a test and learn approach is adopted throughout to build solid foundations on which to grow the programme.
- Ensure campaigns are delivered on time and to budget across a variety of channels, they adhere to brand guidelines and that they build on previous learnings and results.
- Develop responsive creative for campaigns with internal and external support to increase response rates and growing income and the database overall.
- Ensure all activities are delivered in line with agreed best practice and compliant with all applicable laws and legislation.
- Review, develop and make recommendations to continually improve team systems and processes.

Stewardship, retention and supporter journeys

- Work with the Mass Fundraising Manager to develop effective and measurable journeys to retain donors and maximise support.
- Work alongside the Experience Team to ensure all supporters are welcomed and thanked, and new supporters are stewarded towards further engagement.
- Identify opportunities to surprise and delight donors as we align the supporter journey and wish journey.

Monitoring and Evaluation

- Regularly monitor the performance of campaigns and activities and report weekly against agreed KPIs.
- Feed insight into decisions to maximise income and response of live campaigns.
- Produce wrap up reports within agreed timeframes with the support of the Data Team to ensure learnings are taken forward and a test and learn culture is developed.

Compliance

- To have a good understanding of the Fundraising Code of Practice, Gambling Commission guidance, Data Protection and any other relevant industry regulatory codes.

As a Make-A-Wish colleague, you will also need to:

- Be led by the needs of the wish child in all we do and make decisions as close to the child as possible and wherever possible by the child.
- Actively support our wishgranting through voluntary activity to support Make-A-Wish. We encourage all colleagues to become Wish Makers.
- Have a practical understanding of the Make-A-Wish values: Be Magical, Be Inclusive and Be Inspiring
- Strengthen relationships between different members of the Make-A-Wish community to ensure everyone works in collaborative and inclusive way.
- Attend organisational meetings, like symposiums and town halls.
- Keep yourself informed about things going on across the organisation by making use of internal communications channels, e.g. Teams, Wish Wisdom (our colleague newsletter).
- Keep yourself informed on the strategy and plans of the organisation in order to be able to fully contribute to them through your role.

- Actively listen to other people, particularly those with views that are different to your own.
- Embed the principles of our Equality, Diversity and Inclusion Charter within your role.
- Be open to collaboration and working across different teams to help the organisation achieve its strategic objectives.
- Be able to work independently in an agile environment, understanding that different people across the organisation have different working patterns.
- Be able to work with your colleagues and other members of Make-A-Wish community as one team, united in a common vision and mission, and support organisational efforts of reaching every child by, for example, answering phones when other teams are busy, supporting activities happening across the organisation, etc.

PERSONAL PROFILE

To be successful in this role you will need to:

Have excellent communication skills including:

- Ability to work effectively at different levels in the organisation.
- Ability to articulate core concepts in different formats and approaches.
- Ability to negotiate and influence across different organisational levels to support planning and prioritisation.

Have experience of:

- working in the non-profit sector and specifically of developing and delivering fundraising campaigns and activations in individual giving with experience of managing multi-channel direct marketing programmes within a charity environment across these channels:
 - Direct mail across cold and warm audiences
 - Telephone
 - Digital
 - Face to face
 - DRTV
- Using insight to inform decisions.
- Segmenting and analysing data.
- Results monitoring and KPI reporting.
- Managing budgets.
- Managing multiple projects at once.

Have good knowledge of:

- Charity Law, Data Protection Law, GDPR, The Fundraising Code of Practice and other relevant marketing and fundraising standards across the UK.
- Gift Aid.
- Using CRM tools such as Salesforce.
- MS Office tools (Outlook, PowerPoint, Word and Excel).