

## Job Description

### General Information

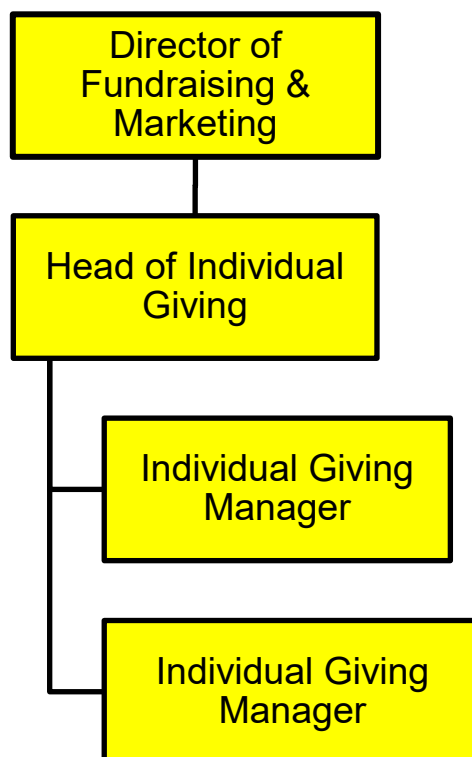
<b>Job Title</b>
Individual Giving Manager
<b>Team</b>
Individual Giving
<b>Department</b>
Fundraising & Marketing
<b>Job Location</b>
Andover
<b>Reports to</b>
Head of Individual Giving
<b>Number of Direct Reports</b>
0
<b>Number of Volunteer Reports</b>
0
<b>Financial Targets</b>
Income by 2023 – part of a team responsible for £3.1 million income. Spend by 2023 – part of a team responsible for £1 million expenditure.
<b>Matrix Reporting Lines to</b>
Database team, supporter care team, services team, marketing and communications team
<b>Level of Disclosure Check Required and Related Workforce</b>
basic

## Overall Purpose

Individual Giving is a major contributor to the net income of the Macular Society. We currently have a successful membership scheme, an active raffle and lottery programme together with several annual cash appeals. We anticipate additional products will be added to the Individual Giving portfolio.

We have ambitious growth targets over the following five years and plan to grow and transform our Individual Giving programme to ensure we meet the needs of our members and donors and grow income to find a cure for macular disease.

The purpose of this job is to both increase the lifetime value of our current Individual Giving base and also to grow that base.



## Key Accountabilities of the Role

	<b>Key Accountability</b>
1	Support the Head of Individual Giving to develop Individual Giving strategy, budgets and reforecasts.
2	Manage Individual Giving products (which could include Cash, Membership, Lottery, Regular Giving and additional products) to maximise the recruitment, retention and lifetime value of our members and donors.
3	Deliver cost effective direct marketing campaigns to potential and current members and donors
4	Project manage Individual Giving campaigns and all associated communications on time and to budget including data selection, creative, print and data analysis - maximising supporter engagement and lifetime value.
5	Effectively work with our database team, taking responsibility for Individual Giving data, to ensure data collected, selected and stored is accurate, GDPR compliant and fit for the purpose of targeted, response-driven campaigns.
6	Actively manage and report on cross-selling opportunities for Individual Giving donors and members across other products within the Macular Society.
7	Produce accurate campaign reporting, together with end of campaign reports and recommendations based on those results.
8	Manage the annual Membership Conference and/or other events for members or Individual Giving donors promoting and supporting the Macular Society, as required.
9	Proactively identify and follow up on Individual Giving opportunities for the Macular Society.
10	Manage the Awards for Excellence annual programme and/or Individual Giving donor/member recognition and reward schemes.
11	Liaise with the Supporter Care Team and Database Team on response handling, complaints and queries relating to Individual Giving activities to ensure current and prospective donor and member relations are managed to the highest standard
12	Understand key member and donor profiles and motivations and use this information in targeting and engaging audiences, execution of creative concepts and choice of media.
13	Design briefings, inductions and training sessions associated with the Individual Giving programme.

All employees will be expected to comply with Macular Society terms and conditions, rules, policies, procedures, codes of conduct, quality standards, authorisation processes, risk management policies etc. and relevant external regulations.

## Competencies

Manager

1. Supports and manages their team and colleagues
2. Works well with others across the Macular Society
3. Is committed to quality and service
4. Understands how the Macular Society operates and follows agreed procedures
5. Delivers their objectives and core activities as required
6. Takes responsibility for their own performance and development

## Person Specification

Factor	Essential	Desirable
Job specific skills	<p>Budget control and reforecasting.</p> <p>Managing external suppliers and rosters including sourcing competitive quotes.</p> <p>Manage an exemplary direct marketing programme and supporter journeys for our members</p> <p>Able to work under pressure, meet deadlines and work as part of a team.</p> <p>Use initiative and have the confidence to make decisions.</p>	<p>Knowledge of and empathy with issues relating to sight loss</p> <p>Working for a charity</p> <p>Able to use CARE-NG database</p>

	<p>Collaborate with and influence colleagues to deliver excellent fulfilment, supporter care and data analysis</p> <p>Critically analyse campaigns and data in order to improve results</p> <p>Prepare objective reports on progress</p>	
Previous relevant experience	<p>Direct marketing preferably within a charity fundraising department</p> <p>Managing a range of projects at any one time, ensuring they are delivered on-time, on-budget and to agreed standards.</p> <p>Working with a database to manage data selections, administration and reporting.</p>	Experience of managing supporter relationship strategies
Knowledge	IT skills including Word, Excel, PowerPoint, Outlook, CRM databases	
Qualifications / Training	Qualified to degree level or equivalent in a marketing discipline	
Special requirements (such as travel /overnight stays)	Frequent travel and overnight stays – some weekend work.	

Eligibility to work in UK	Proof of identity and eligibility to work in the UK	
Volunteering	From time to time you may be asked to support / volunteer your time (TOIL available) at Macular Society events that take place outside of normal working hours.	

The post holder is required to carry out other such duties as may reasonably be required, commensurate with the grade of this post. All employees will be expected to excel in being supporter centric, demonstrate advocacy for the Macular Society at all times and be a fundraiser.

This job profile is accurate as at the date shown below. In consultation with the post holder it is liable to variation by management to reflect or anticipate changes in or to the role.

**DATE OF EVALUATION: January 2019**