

JOB DESCRIPTION

Position:	Individual Giving Manager (Cash giving)
Responsible to:	Head of Fundraising
Responsible for:	N/A
Works With:	Operations Directorate, external suppliers and third parties
Location:	Hybrid – Godalming and home

Overview:

As the Individual Giving Manager, you'll be responsible for delivering the overarching strategy for converting prospects to donors, soliciting and retaining cash gifts from our warm donor base, upgrading average gift amounts, and identifying opportunities to reactivate donors. You'll develop compelling content that demonstrates the impact of their donations and inspires them to contribute. You'll use your experience in multi-channel fundraising (direct mail, email marketing and socials) to deliver the agreed annual budget.

You'll be responsible for managing and growing our fundraising appeals, publication mailings, raffle and merchandise both offline and online. You'll be capable of collaborating with key internal stakeholders and using your outstanding project management and copywriting skills to deliver a busy schedule of fundraising campaigns.

You'll use data-driven insights to understand our supporters, interact with them in a relevant and timely way and conduct post-campaign analysis to identify strengths, weaknesses and opportunities in your fundraising portfolio.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- To develop, deliver and analyse cash fundraising (direct marketing) activities
- To manage income and expenditure budgets for cash-giving portfolio; provide regular reports to Head of Fundraising on success, or opportunities, within the cash-giving remit
- To collaborate with colleagues within and without the Fundraising team to identify fundraising opportunities and represent the needs of our donors.

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Principal Responsibilities:

General fundraising

- Deliver a schedule of planned fundraising (direct marketing) activities including raffles, cash appeals, publications and merchandise both online and offline to generate agreed annual budget.
- Manage end-to-end campaign processes, including collaboration with internal stakeholders to identify fundraising opportunities; development of comprehensive design briefs; creation of online and offline fundraising copy; submission of relevant and targeted data selections; print, production and mail management; and project management of digital components as part of integrated campaigns.
- Ensure consistent and thorough record-keeping for our supporters through the charity CRM system, in compliance with fundraising guidelines and GDPR.
- Analyse campaign results and produce 'end of campaign' reports to inform future decision making and lead a data-led approach to recommendations.
- Manage relationships with external service providers to ensure products remain compliant and in line with relevant legislation.
- Monitor and demonstrate achievement of set objectives and KPIs, reporting on performance for all managed campaigns.
- Keep up to date with sector-wide fundraising trends and share with Fundraising Team and the wider Operations Directorate to help create a testing and learning environment.
- Work with the Campaigns and Communications Team to ensure League supporters receive timely, targeted and consistent messaging from the point of acquisition, throughout their donor lifetime.

Direct mail appeals

- In collaboration with internal marketing team (graphic designer, web manager, digital manager and social media manager) and campaigns team, create suite of online and offline direct mail appeals and reminders; copywriting, data selections, print, laser and mail briefs, email and social briefs

Publications

- In collaboration with internal marketing team, ensure the delivery of three publications per year to our warm donor base, to update them on our achievements and how we're spending their donations.

Raffle

- In collaboration with internal graphic designer, social media team and external provider, create suite of online and offline raffle promotions to maximise reach and revenue
- Prepare and submit gambling returns and associated materials to the Gambling Commission to meet

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agreed deadlines.

Merchandise

Explore opportunities to expand the reach and appeal of our merchandise offering

General

- Work in line with company policies and processes, in particular health and safety and information security.
- Actively work to embed sustainability into day-to-day practices, advancing sustainability at the charity.
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement.
- Any other duties that are reasonably asked of you.

Skills/Knowledge	Essential	Desirable
Professional and Technical Qualifications		<ul style="list-style-type: none"> ▪ Relevant qualification in direct marketing, digital marketing or fundraising
Experience and Knowledge	<ul style="list-style-type: none"> ▪ Proven experience delivering offline and online fundraising campaigns ▪ Proven experience of working with print and mail agencies and designers ▪ Experience managing multiple projects ▪ Working knowledge of data analysis and performance metrics 	<ul style="list-style-type: none"> ▪ Strong understanding of charity laws and regulations ▪ Strong understanding of data segmentation and targeting
Skills and Competencies	<ul style="list-style-type: none"> ▪ High levels of attention to detail ▪ Ability to produce effective fundraising copy for various audiences OR the understanding of how to use ChatGPT for this purpose ▪ Confident, sensitive and effective interpersonal skills – able to establish and maintain excellent working relationships with staff, supporters and other stakeholders ▪ Able to generate solutions, analyse and understand issues and make rational judgments based on relevant information ▪ Intermediate MS Word, Excel, PowerPoint and Outlook 	

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Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:	
Printed name:	
Date:	