



LEAGUE
AGAINST CRUEL SPORTS

Our
vision: a
kinder society
where persecuting
animals for sport
is a thing of
the past

Individual Giving Manager

£38-40k per annum

Your impact:

Catalyst for change

As a key player in the fundraising team, you'll drive our approach to online and offline cash giving by analysing results and driving innovation forward.

Collaboration

You'll work with key internal stakeholders to identify and schedule fundraising opportunities as well as reacting immediately to any campaign's successes to secure additional gifts.

Connectedness

You'll understand our supporters and create direct mail appeals and journeys to inspire donations from warm donors, action takers or social media followers.

Responsibilities:

- **Strategic Fundraising:** Develop and implement overarching strategies to secure cash donations from individual donors via direct mail, email and social media. Drive income and repeat gifts to meet annual budget goals.
- **Supporter Engagement:** Understand our supporters inside out, advocating for their interests and inspiring them to engage and donate. Foster repeat giving from existing warm supporters, action takers and social media followers.
- **Campaign Management:** Take charge of managing and expanding our raffle, merchandising, publications and fundraising appeals both offline and online. Execute a dynamic schedule of fundraising campaigns to prompt financial donations and boost average donation values.

Must-have skills, education & experience:

- Proven experience in designing and delivering offline and online fundraising campaigns.
- Outstanding project management and copywriting skills.
- Excellent interpersonal and communication skills.
- Working knowledge of data analysis and performance metrics.



League culture

What do we do?

Animals are at the heart of everything we do. We strive to protect animals from being persecuted in the name of 'sport.'

We campaign for change

Standing up for those who don't have a voice, our hard-hitting campaigns inspire action and demand changes to legislation to protect them.

We educate

Our high-profile work in the media and expert behind the-scenes lobbying across the devolved nations, ensures we can create awareness of the plight our wildlife faces.

We provide intelligence to law enforcement

Our animal crimewatch gathers reports of suspected animal cruelty for us to investigate. Our in-house intelligence team provides packages for local law enforcement about those suspected of illegal activity to bring them to justice.

We safeguard the natural environment across our wildlife reserves

Our ten wildlife reserves provide a safe haven for animals to roam free from persecution. Our reserves allow space for wildlife to flourish with minimal intervention and after just a few years this has already seen positive environmental results.

Who are we?



What's it like to work at the League?

[Hear from the Senior Management Team](#)

[What do staff enjoy about their work?](#)

[What are the biggest challenges?](#)

[How does the team feel about the League as an employer?](#)

Why join us?

In addition to the opportunity to impact real change for animals, we have:

- Great [benefits](#)
- A strong commitment to [learning and development](#)
- An ethical approach to [sustainability](#), [diversity and inclusion](#), and [business practices](#)

More about the role

If you know how to deliver the right message, at the right time, to the right audience through the right channel, this role is for you.

You'll be managing a packed fundraising schedule so your love of direct mail, deadlines, project management and collaboration will have a real chance to shine.

Next steps

Work with us to stop animal cruelty in the name of sport, apply now by sending your CV to people@league.org.uk. Together, we can redefine what is acceptable and create a better world for animals.