

Fundraising Manager – Individual Giving

Job description

Role: Fundraising Manager – Individual Giving

Location: Bristol, UK. Currently 1 day a week in Bristol office, option to work remotely for 4 days.

Duration: Permanent contract

Working hours: Full time, 35 hours a week

Salary: £46,853 per annum + competitive holiday + pension (6% employer contribution)

Responsible to: Head of Fundraising

Responsible for: Fundraising Officer, Database Administrator, Fundraising Assistant

Overall aim:

To develop and oversee the delivery of our Individual Giving, community and legacy fundraising strategy, to grow our unrestricted income and maximise supporter retention.

Key objectives

- **Strategy and Budget Implementation:** Develop annual plans and deliver the strategy to raise unrestricted income from individual supporters.
- **IG Campaign Development:** Work with the Fundraising Officer and Digital Marketing Manager to plan and oversee the execution of individual giving campaigns to raise unrestricted income from existing and new supporters.
- **Legacy, In-Memory and Community Fundraising:** Plan and oversee the execution of legacy, in-memory and community marketing campaigns to warm and cold supporters, working closely with the Fundraising Officer who will deliver them.
- **Supporter Care & donation processing:** Ensure excellent delivery of Supporter Care for our donors, ensuring effective communication and stewardship, efficient reconciliation of donations, management of financial systems for donation processing and development of donations pages on the Tree Aid website.
- **Compliance with regulations:** Keep up to date and ensure individual giving activity complies with regulations.
- **Team Supervision:** Supervise Individuals Fundraising Officer, Database Officer and Fundraising Assistant

Key tasks:

- **Strategy and Budget Implementation:**
 - Work with Fundraising & Communications management team to contribute to and deliver the fundraising and communications strategy.
 - In consultation with Head of Fundraising, develop annual plans and execute the strategy to raise unrestricted income from individual supporters.

- Manage the “Individuals Workplan” document, working with the Head of Fundraising to ensure the plan is a reflection of budget, and subsequent reforecasts, and that this is implemented within the IG team.
- Produce monthly reports against budget and campaign reports to monitor performance, using data to optimise and drive continuous improvement.
- **IG Campaign Development:**
 - Work with the Fundraising Officer to plan and execute individual giving campaigns to existing and new audiences across various channels including direct mail, email, and traditional acquisition channels to raise unrestricted income.
 - Produce key messages and set overall objectives for campaigns.
 - Oversee delivery of campaigns and provide feedback on copy and design.
 - Work with Digital Marketing Manager to set overall campaign objectives for digital fundraising campaigns, monitor campaign performance and strive for continuous improvement.
- **Legacy, In-Memory and Community Fundraising:**
 - Plan and oversee the execution of legacy marketing campaigns in line with budget to warm and cold supporters.
 - Plan and oversee the execution of in memory campaigns in line with budget to warm and cold supporters.
 - Plan and oversee the execution of community fundraising campaigns.
- **Supporter Care:**
 - Ensure excellent delivery of Supporter Care for our donors, ensuring effective donation processing, thanking and stewardship.
 - Oversee an effective and results-focussed Welcome Programme and Warm Supporter Journey.
 - Supervision of reconciliation process (delegated to Database Administrator) and working closely with the finance team to ensure financial reconciliation.
 - Management of financial systems for donation processing (EloVate/Committed Giving for existing Regular Givers (RGs), Stripe for new RGs and CGs)
 - Working with Communications Manager to develop donations pages for Tree Aid website
- **Compliance with regulations:**
 - Keep up to date with regulations including the Fundraising Code of Practice.
 - Ensure individual giving activity complies with regulations, particularly in relation to Supporter Care.
 - Ensure team compliance with complaints policy and accurate reporting of complaints.
- **Team Supervision:**
 - Supervise Individuals Fundraising Officer, Database Officer and Fundraising Assistant
 - Management of the weekly Individual Giving team planning meetings to ensure effective implementation of plans within the team.

Person Specification

E = essential criteria

D = desirable criteria

Personal qualities

- A passion for fundraising with a results-oriented outlook (E)
- Able to show initiative, work flexibly and be adaptable (E)
- A commitment to Tree Aid's values (E)
- Professional and proactive approach to work (E)

Experience

- Minimum 3 years' experience of developing and implementing Individual Giving fundraising campaigns (E)
- 1 years' experience of people management, the ability to motivate teams and work effectively with colleagues at all levels of an organisation (E)
- Experience working in an international development/environmental charity setting (D)
- Experience of database management (D)

Skills/knowledge

- Excellent project management skills and time management skills and ability to delegate effectively (E)
- Solid financial literacy, including experience in budget development and management (E)
- Strong analytical skills and proven track-record of using data to inform strategic planning (E)
- Excellent writing skills and the ability to provide effective constructive feedback (E)