# Job Title: Individuals Fundraising Manager (maternity cover)

## Responsible to: Fundraising & Communications Director

**Responsible for:** Supporter Fundraising Officers, Supporter Care Assistant, Database Administrator and volunteers

## Job Purpose:

## To develop plans and manage the programme for fundraising from Tree Aid individual supporters (currently around 5k active individual supporters) and community groups).

## Responsible for leading on legacy fundraising, donation processing, supporter care and the supporter database.

**Main Duties and responsibilities**

1. **Planning (10%)**

* Develop and deliver annual fundraising plans and longer-term growth strategies
* Develop effective donor communications and stewardship programmes
* Keep up to date with fundraising best practise, policy and relevant legislation and ensure these are reflected in Tree Aid’s fundraising
* Contribute to organisational and fundraising wide planning

1. **Donor recruitment and retention (65%)**

* Manage effective individual donor recruitment and retention activities to meet targets
* Supervise delivery of fundraising campaigns across multiple channels, including direct mail, email, telephone, print ads and inserts, and online.
* Manage and develop relationships with donors, in order to increase giving and deepen engagement
* Manage and develop reporting and analysis of individual fundraising
* Undertake research and analysis to support the implementation and development of effective fundraising
* Recruit and manage suppliers to deliver good quality, value for money services to fundraising
* Contribute to other areas of TREE AID fundraising e.g. major donors, as appropriate
* Represent Tree Aid to supporters and other audiences
* Work closely with the Operations Team to keep fully informed about TREE AID’s Programme work in Africa, specific projects, core costs, and strategies to fund these.

1. **Finance and Administration (10%)**

* Develop annual budgets for individual, community and legacy fundraising
* Report against daily, monthly, quarterly and annual targets
* Manage budgets for fundraising activities
* Work with the Finance Team to ensure accurate reporting of fundraising income

1. **People management (15%)**

* Manage and develop the Individuals Fundraising team
* Undertake regular one-to-one sessions to ensure performance targets are met and professional skills are developed on an ongoing basis plus the completion of mid-year and annual appraisals.
* Manage volunteers as necessary

1. **Key Success Factors**

* Targets and key performance indicators met
* A motivated and high performing team
* A donor focused and effective fundraising programme

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| **PERSON SPECIFICATION: FUNDRAISING MANGER (INDIVIDUALS)** | | |  |
|  | | **E = essential D = desirable** |  |
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| **Qualifications/knowledge** | | |  |
|  | | Educated to degree level or equivalent or IDM/CIM diploma | **D** |
|  | | Holder of Certificate of Fundraising Management  Knowledge of direct marketing or individual fundraising best practise | **D**  **E** |
| **Planning and analysis** | | |  |
|  | | Able to analyse complex data and to generate clear reports and recommendations | **E** |
|  | | Excellent IT skills (preferable Microsoft Word and Excel) | **E** |
|  | | Experience of using a database as a relationship tool (Raisers Edge an advantage) | **E** |
|  | | Experience of producing marketing plans and growth strategies | **E** |
|  | | Familiar with fundraising best practise and legislation | **D** |
|  | |  |  |
| **Fundraising/direct marketing** | | |  |
|  | Experience of running successful direct marketing campaigns | | **E** |
|  | Experience managing an Individual Giving programme | | **E** |
|  | Able to communicate in writing and in person in an engaging and  persuasive style | | **E** |
| **Finance and Administration** | | |  |
|  | | Experience of setting and managing budgets | **E** |
|  | | Experience of implementing procedures that reflect policy and increase efficiencies  Good level of numeracy | **E**  **E** |
|  | |  |  |
| **Managing Team** | | | |
|  | | Experience of managing at least one staff member and/or volunteers | **D** |
|  | | A team player, able to interact effectively with people at all levels | **E** |
|  | | Ability to develop and maintain good team spirit | **E** |
|  | |  |  |
| **Personal Qualities** | | |  |
|  | | Driven to deliver the best for Tree Aid  Results driven  Willing to learn and adapt | **E**  **E**  **E** |
|  | | Solutions focussed | **E** |
|  | | Able to handle pressure and work to deadlines  Ability to manage several projects at the same time | **E**  **E** |
|  | | Rigorous approach, with attention to detail | **E** |
|  | |  |  |
| **Commitment** | | |  |
|  | | Empathy with Tree Aid's aims and objectives | **E** |
|  | | Able to travel, both in the UK and Africa | **D** |
|  | | Happy to work in the evenings and weekends when necessary | **D** |