

Individual Giving Manager

Amref Health Africa UK



Reports to: Director of Fundraising

Line reports: Fundraising Officer, Fundraising Assistant

Location: Flexible – a mix of home-working and time in our London (Borough) office

Salary: £46,000 - £50,000

Contract: Full-time, permanent

About this Role

This role is a key post in the Supporter Engagement team and will play an integral part in our strategy to grow our unrestricted income and our ambition to triple this over the next few years.

The Individual Giving Manager will be responsible for the entirety of Amref's Individual Giving programme, including acquisition, retention, warm appeals (both print and digital), regular giving and donor development, as well as legacies.

Their goal is to maximise sustainable long-term income growth from individual supporters. They will create and manage direct and digital marketing campaigns to increase net income and will have significant investment to spend on acquisition campaigns in the next 3+ years.

They will be responsible, with the support of the Fundraising Officer and Fundraising Assistant, for the supporter journey and experience. They will work closely with the Director of Fundraising and Philanthropy Officer to identify and support the development of mid-level and major donors.

They will develop KPIs, including on Return on Investment (ROI), Break Even, Attrition Rates, Average Gift and Gift Aid take up, to ensure our investment is used wisely and for the greatest impact.

Responsibilities

STRATEGIC PLANNING

1. Contribute to the Supporter Engagement Team's strategic planning and budget process.
2. Work with the Director of Fundraising on the development and execution of an overall Individual Giving Strategy.
3. Manage the Individual Giving budget in line with objectives and KPIs, reporting to the Director of Fundraising on income and expenditure and highlighting variances.
4. Work with the Director of Fundraising to develop a suite of new donor acquisition metrics, including Return on Investment (ROI), Break Even, Attrition Rates, Average Gift and Gift Aid Take Up. Report on these on a timely and accurate basis and work with the Director of Fundraising to take timely remedial action when required.

5. Manage the development and management of Amref UK's supporter journey including its development, implementation, monitoring and evaluation, which utilises audience data and insight to maximise income and engagement.
6. Manage the regular giving programme, to ensure an increase in the number and value of committed givers, overseeing the design, testing and evaluation of new regular giving products and activities.
7. Develop short, mid and long-term donor strategies using data segmentation and analysis to build a picture of donor behaviours and profiles.
8. Test, implement, monitor, and evaluate existing and new fundraising initiatives and products to increase two-way engagement with donors and encourage long-term giving.

DATA AND PROCESSES

1. Provide an exceptional level of supporter care to ensure that relationships with individual donors are maintained and developed.
2. Develop and manage high quality supporter care including thanking and updating donors on the impact of their support.
3. Ensure the upkeep of records of all activities, using CRM database, extracting reports for the team as required, and maintaining high standards in accurate and complete record keeping.
4. Oversee the development and maintenance of the CRM system to ensure reporting and analysis support good decision-making both within the Team as well as Amref UK as a whole.
5. Ensure that accurate and complete Gift Aid claims are prepared and submitted to HMRC on a timely basis and ensure that all supporting Gift Aid records and documentation is retained and accessible, using the CRM, in line with HMRC requirements.
6. Ensure that all activity is run in compliance with key rules and regulations, including the Fundraising Regulator, Chartered Institute of Fundraising, HMRC, GDPR, Gift Aid, Information Commissioners Office (ICO), and Amref UK policies, keeping abreast of all developments.

MARKETING AND COMMUNICATIONS

1. Lead the development, implementation and evaluation of online and offline campaigns and appeals to maximise income from new and existing supporters.
2. Plan and develop donor communications, maximising giving and engagement opportunities.
3. Work with the Fundraising Officer to fully utilise social media and digital tools to enhance Individual Giving activity and audience development.
4. Manage the design, print and production of direct marketing activity.

TEAM LEADERSHIP

1. Provide day-to-day management of direct reports including recruitment, setting objectives, providing feedback, and conducting regular performance and development reviews.
2. Identify the areas for personal and professional development required to ensure the team can meet the objectives set with a quality-focused mind-set and initiate activities to build these capabilities.

Person Specification

ESSENTIAL KNOWLEDGE

- Knowledge of the UK fundraising environment and specifically the Fundraising Regulator, ICO, Data Protection Act and GDPR
- Cultural sensitivity and an understanding of and commitment to Amref's mission, values and strategic direction

ESSENTIAL EXPERIENCE

- Demonstrable and significant experience of delivering successful acquisition campaigns in individual giving fundraising
- Relevant experience of strategic planning, target setting and high-quality delivery in a team environment
- Management of budgets and experience of allocating resources where appropriate to deliver sustainable fundraising income
- Experience of using insight to support and deliver the strategic vision within a comparable organisation
- A track record of using insight to inform evidence-based decision making
- Experience of managing and evaluating effective agency and supplier relationships
- Experience of using marketing and fundraising techniques effectively, with insight, professionalism and sensitivity
- Excellent written and verbal communication skills, with the ability to express ideas lucidly, present arguments in a logical manner and argue persuasively on complex marketing issues

ESSENTIAL SKILLS

- Fluent written and spoken English
- A good understanding of supporter motivations and feelings and the ability to translate this into engaging and responsive communications and content
- Strong IT skills, particularly in Excel
- Strong database skills to capture, analyse and segment donors based on different criteria (experience using Raiser's Edge is desirable, as is experience conducting a CRM review and migrating to a new system)
- Ability to work effectively and collaboratively with colleagues and external suppliers
- Flexible and responsive; able to change direction and reprioritise in response as needed
- Ability to develop and use strong metrics and KPIs to monitor and drive performance in a target-focused environment

DESIRABLE EXPERIENCE, KNOWLEDGE & SKILLS

- Formal training or professional qualification in individual giving, digital fundraising or a related discipline
- Experience of line management
- Experience of working in international development / health / an organisation connected to Africa