Individual Giving Fundraising Manager

Weston Park Cancer Charity

Together at every step.

Working here

Position:	Individual Giving Fundraising Manager – Grade 5
Reporting to:	Head of Fundraising
Responsible for:	N/A
Job location:	Primary base Weston Park Cancer Charity Hub, Whitham Road or Weston Park Cancer Support, Northumberland Road, Sheffield with some at home working. Event site working as required across South Yorkshire with occasional national events.
Hours:	37.5hrs per week This post will include weekend and evening work throughout the year. The charity offers an excellent Time In Lieu policy and/or pay for events outside of your normal working hours.
Salary:	£30, 673 (Grade 5)
Contract length:	Permanent

What we do

For one in two of us, cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advise and support are for you and the people close to you, helping everyone to live with and beyond cancer. The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre. It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together every step.

What you do

Main purpose of post

This role will lead our individual giving campaigns ensuring key audiences see the impact of the charity and are motivated to donate to support the continuation of our work. It will build on existing successful campaigns, including our Christmas Star appeal, and create new and engaging additions. You will ensure the donor journey is sensitive, engaging and straightforward and place a high importance on the ongoing stewardship of donors.

You will report to the Head of Fundraising and work alongside our Fundraising Team to ensure plans align and budget targets are achieved. You will work closely with the Campaign Manager and Data Manager to target individual giving effectively across South Yorkshire, Bassetlaw and North Derbyshire.

This is the perfect role for anyone who loves to plan and see those plans through to completion, who has excellent customer care skills and who is digitally savvy. You will enjoy working as part of a busy fundraising team and collaborating to achieve collective success.

Key Responsibilities

- Lead and implement the individual giving donor journey to increase the charity's individual gifts including regular and pay roll giving.
- Lead the creation of fundraising individual giving campaigns to recruit new donors, retain existing supporters and grow reach, engagement and income.
- Lead the development of new individual giving campaigns, working closely with the Campaign Manager, to deliver direct marketing campaigns across various channels, which enhance current supporters understanding of the difference their donation makes and also encourages new supporters to donate to our cause and projects.
- To create new individual giving income opportunities, including introducing a charity lottery.
- Review and evaluate campaigns against income and impact success factors and implement improvements.
- Maximise all gift aid opportunities within the agreed audiences.
- Be responsible for an income target of a minimum of £300,000 per annum.
- Manage relationships with existing supporters to ensure a high level of donor care is achieved whilst achieving and maximising income opportunities.
- Analyse and segment the charity's supporter base, developing appropriate supporter journeys and propositions, and the effective use of supporter data for campaign purposes.
- Utilise digital methods and platforms for new donor acquisition.

- To assist in the delivery of a range of donor, supporter and staff engagement events throughout the year in line with our donor recognition & stewardship plan.
- Contribute to development of the fundraising annual plan to drive forward the charity's ambitious plans for change and growth in line with the 3 year strategy.
- Ensure that all activities and contacts are managed through the charity's CRM (Raiser's Edge).
- Ensure all fundraising activity complies with laws and best practice governing charitable activity, most notably General Data Protection Regulations, Fundraising Regulator Code of Practice and charity law.
- Attend and contribute to team meetings and 'away days' and be an active, invested member of our team.
- Ability and willingness to travel throughout the region to attend charity fundraising events.
- Able to work flexibly, including occasionally working in the evenings and at weekends.

General Responsibilities:

Every employee is required to:

- Adhere to, and comply with, organisational policies, procedures and guidelines at all times.
- Take all reasonable steps to manage and promote a safe and healthy working environment which is free from discrimination.
- Comply with the organisational policy on confidentiality, and the General Data Protection Regulations.
- Respect the confidentiality and privacy of donors, guests and staff at all times.
- Maintain a constant awareness of health, welfare and safety issues affecting colleagues, patients, volunteers, visitors and themselves.
- Participate in personal and organisational training and development and performance framework meetings.

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Who you are

We are seeking a highly motivated individual who shares our values to join Weston Park Cancer Charity's busy charity team. Our Individual Giving Manager will play a vital part in our team and help us to deliver our vision: a better life for those living with, and beyond, cancer in our region. If you are interested in progressing your career within an organisation which makes a real difference to the lives of thousands of people, we'd love to hear from you.

About you:

- You will be a forward thinking, team player with a 'can do' attitude & part of a fast-paced charity team
- You will have excellent communication skills (both written and oral)
- Able to manage your own workload and priorities to agreed deadlines
- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues, working in a professional manner at all times
- Act as an ambassador for Weston Park Cancer Charity, reflecting the objectives and values, and to always work in the best interests of the charity.
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution to volunteer involvement in delivering the charity's strategy and raising the profile of Weston Park Cancer Charity

Our Total Rewards Package

Our Total Rewards Package is the result of staff feedback and best practice across the charity, public and private sectors. Some of our key benefits, depending on eligibility, include:

- 27 days (plus bank holidays) annual leave
- Option to purchase additional five working days per year
- Westfield Health level 4 coverage
- 12 weeks maternity leave at 100% pay and an additional 6 weeks at 50%
- Up to 2 weeks full paternity pay

- NHS benefits
- Hybrid working
- A minimum 4% employee / 6% employer contribution through our Auto Enrol private pension scheme. *Tax relief is automatically claimed for the staff member.
- Death in service cover

Person Specification

Methods of Assessment:
A = Application
I = Interview
R = References
T = Test/Presentation

	Essential	Desirable	Assessment
QUALIFICATIONS			
Educated to degree level or equivalent		√	A/I
Clean Driving license and the ability to travel across the region	√		A/I
EXPERIENCE, KNOWLEDGE, SKILLS & ATTRIBUTES			
Minimum of 3 years' experience in a sales or business development role	√		A/I/R/T
Excellent data and analytical skills	√		A/I/R/T
Experience of delivering successful charity or sales campaigns	√		A/I/R/T
Proven project management skills	√		A/I/R/T
Knowledge of marketing principles	√		A/I/R/T
Excellent digital skills to support sales and marketing	√		A/I/R/T
Experience of working with online sales or donation platforms, creating an excellent customer experience	√		A/I/R/T
Experience of Line Management		√	A/I/R/T
Excellent communication skills (both written and oral) to liaise with a range of diverse stakeholders	√		A/I/R/T

Excellent organisational skills, with the ability to prioritise in a fast-fasted environment	√		A/I/R/T
Compassionate and committed to the values of Weston Park Cancer Chairty	√		A/I/R/T
Flexible and acts with a 'can do' attitude to change	√		A/I/R/T
Can maintain confidentiality and act in a professional and respectful manner	√		A/I/R/T
An understanding and appreciation of the workings of the charity sector		√	
Strong IT skills (proficient with Outlook, Word, Excel, PowerPoint & use of databases in particular)	√		A/I/R/T
Ability to work effectively as part of a team	√		A/I/R/T
Willingness to work outside of office hours as required	√		A/I/R/T

How to apply

Closing date: **Thursday 5th September 2024 at 9am**

Interview date: **1st Interviews- w/c 9th September 2024**

Application format: Please send a CV and covering letter demonstrating that you have read the job description / person specification and how you meet the essential and (where relevant) desirable criteria for this role. This can include skills, training, membership of professional bodies and experience. The covering letter will form a key part of the recruitment process and you should demonstrate your suitability for the role in no more than two pages.

Weston Park Cancer Charity is committed to promoting equality of opportunity and values diversity of culture among our staff. All applications are anonymised as part of the selection process, so please do not forward any documents in PDF format.

Apply to: **HR@wpcancercharity.org.uk**