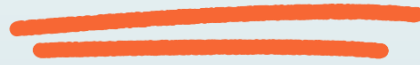


Individual Giving Manager



For making life possible



The Frances Hay Centre,
Blacklocks Hill, Banbury,
Oxon, OX17 2BS

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Individual Giving Manager

Reports to: Director of Income Generation

Direct reports: Individual Giving Officer

The Individual Giving Manager plays a vital role in managing the business planning and delivery of our multi-channel Individual Giving activities, including appeals, general donations, online donations, payroll giving, regular giving and Christmas cards to increase income from these sources. The role will explore and test new income streams and channels for Individual Giving to increase income and supporter engagement.

Key responsibilities

- Manage, deliver and develop the portfolio of Individual Giving activities which currently include cash appeals, regular giving products, in-memory and legacy giving, social media and digital campaigns and press advertising.
- Take ownership of the Individual Giving strategy and monitor, evaluate and forecast the performance of Individual Giving activities and make recommendations for testing new products.
- Manage the appeals and direct marketing budget, with quarterly analysis of income (including Gift Aid), expenditure and supporter data to measure the effectiveness of activities and return on investment.
- Champion the use of data and insight to grow income and acquire donors as well as supporting the use of the database for effective prospect and donor management.
- Take responsibility for and continuously review the effectiveness of how Individual Giving products are promoted on our website, making recommendations for changes where necessary.



- Support the development and management of Supporter Journeys, both digital and offline, including the implementation, monitoring and evaluation, which utilises audience data and insight to maximise income and engagement with the charity.
- Work collaboratively with the Fundraising & Communications team to deliver a cohesive cross-team programme and ensure that potential major donors and legacy gift prospects are identified, stewarded and included in relevant activities.
- Identify and act upon opportunities to work alongside the Volunteering and Community Engagement team as well as the Communications team to maximise exposure for individual giving fundraising and products.
- Oversee the production of marketing content for promotions including social media, email marketing and online ads.
- Collaborate with internal teams to create compelling cases for support to increase fundraising income and communicate our brand purpose.
- Line management of one direct report and any future fundraising staff within the team.
- Ensure compliance with all necessary regulations and legal requirements, including the Fundraising Regulator, Safeguarding, Equal Opportunities, GDPR, Health & Safety and Working with Vulnerable Groups.
- Work with the Finance Team to produce monthly Gift Aid claims, ensure Gift Aid declarations are recorded correctly on the CRM and ensure that Gift Aid sign up opportunities are maximised throughout supporter communications.
- Monitor and manage the operational day to day business risks arising within individual giving.

Selection criteria

1. Substantive experience of managing an individual giving programme across a range of channels including digital, direct mail and email.
2. Experience of producing and managing income and expenditure budgets.
3. Experience of working with CRM systems and data segmentation processes (ideally Dynamics).
4. Experience of designing and delivering supporter journeys, social media advertising and campaigns.



5. Experience of managing relationships with external agencies and design, print and production processes.
6. A good knowledge of donor acquisition, retention and development.
7. Good writing skills and proven ability to write fundraising promotional materials and check accuracy of copy.
8. Knowledge of the Fundraising Regulator, Gift Aid and Data Protection legislation.
9. Experience of managing or overseeing regular giving financial systems.

Personal attributes

- Creative and lateral thinking.
- Strong analytical skills with an ability to interpret results and use insights and evidence to support decision-making.
- Ability to work under pressure and prioritise in a busy environment.
- Excellent eye for detail, both with data and fundraising content.
- Excellent problem-solving skills.
- Strong and confident communication skills, both written and verbal.
- Self-motivated with positive attitude.
- Ability to work on own initiative and as part of a team.

Other requirements

1. Driving the charity's vehicles may be part of the job (i.e. to attend events), so a full driving licence is preferred but, where applicable, we will work with the chosen candidate to find alternative solutions where reasonable adjustments are required.
2. Must be willing to work occasional evenings and weekends as needed for the role.
3. Must be willing to travel to the charity's Head Office in Banbury as required.
4. You are expected to have a good understanding of safeguarding issues and how they should be applied to the work of the Charity.
5. Must be sympathetic to the aims and objectives of the charity.
6. You will be required to have a criminal record check carried out by the Disclosure & Barring Service (DBS) when you first join the charity and every four years thereafter.

