



JOB DESCRIPTION

Job Title: Individual Giving Manager

Department: Fundraising and Trading

Reports to: Head of Fundraising and Trading

Responsible for: Individual Giving Assistant

Hours: 37.5 per week

Location: Bath, United Kingdom (Hybrid – 2 days per week office presence)

Bath Cats and Dogs Home, has a vision of a world where all animals are treated with kindness and compassion. We believe that every cat and dog should have the opportunity to enjoy a healthy life and a happy home. So from advice and support, to rescue, rehabilitation and rehoming, we exist to positively transform the lives of pets and their owners.

1. Purpose of the job

This key role in our Fundraising Team is responsible for driving the recruitment and retention of our individual supporters and maximizing income from our individual giving income streams currently including regular giving, direct marketing, cash and online appeals, in memory and celebration giving, raffles and lotteries and legacy giving. The post holder recommends and agrees annual budgets and business plans for individual giving income, contributing to the fundraising strategy through delivering insight and evaluation and maintaining awareness of sector trends. The Individual Giving Manager line manages the Fundraising Team's Individual Giving Assistant, and with the support of the IGA, ensures that supporter experience is optimized to ensure that retention, engagement and cross marketing are maximized.

2. Principle tasks

- Manage an annual public fundraising calendar and oversight of individual giving campaigns from concept to implementation and post appeal analysis.
- Project manage direct marketing and digital appeals and supporter recruitment campaigns including researching, planning, implementing, monitoring and evaluating individual giving activities and managing suppliers and agencies to ensure optimum ROI is achieved.
- Monitor sector trends in IG and make recommendations regarding NPD to ensure sustainability and continuous improvement in BCDH's offer and execution.
- Assist the Head of Fundraising & Trading with preparation of annual budgets and forecasts and report regularly against targets using fundraising database reporting.

- Research and present new fundraising recruitment and retention initiatives and products assessing feasibility and income generation potential against likely expenditure.
- Recommend and develop materials for regular giving recruitment, welcome and ongoing supporter journey.
- Work with colleagues in PR and Comms to develop materials for fundraising campaigns in line with the Home's messaging and brand.
- Plan, implement and evaluate a series of annually agreed direct marketing campaigns which could include but is not limited to online, direct mail and press to deliver new direct debit and cash donors to the Home in line with set targets.
- Work with colleagues in Fundraising and other departments to maximise income generation opportunities across the organisation.
- Analyse and monitor fundraising campaign performance to deliver maximum net income for the Home and ensure that evidence and insight are informing future fundraising strategy.
- In collaboration with the Individual Giving Assistant, oversee promotion of In Memory and Celebration Giving to warm and cold audiences and ensure tailored and optimised journeys for these supporters.
- Prepare detailed information on fundraising activity and monthly progress reports for SLT and Trustees and monitor outcomes against agreed targets.
- Maintain up to date knowledge of Fundraising's Codes of Practice and ensure that all activities undertaken by Individual Giving and Supporter Care comply fully with the relevant GDPR, Data Protection and DMA obligations and any other relevant legislation.

3. Knowledge, skill and experience

Experience:

Experience - essential

- Proven experience of planning, implementing and evaluating direct marketing and digital fundraising or sales campaigns.
- Experience of running queries, inputting and selecting data and reporting from a sales or fundraising CRM
- Proven ability to brief and evaluate direct marketing campaigns and to analyse results of campaigns.
- Excellent written and verbal skills
- Excellent research and analytical skills
- Ability to prioritise a busy workload while ensuring targets are met

- Ability to work creatively with others on the development of new project concepts in response to funding opportunities
- A commitment to Bath Cats and Dogs Home's values and a working style that reflects these
- Experience of writing fundraising copy

Experience - Desirable

- Line management
- Volunteer management
- Experience of using Raisers Edge
- The ability to apply Direct Marketing principles in a fundraising environment

Competencies

Planning & decision making

- Managing change to include strategic planning and effective decision making.
- Creative ideas and execution, forward thinking and influencing skills.
- Demonstrable ability to make informed and well-judged ethical choices/decisions.

Delivering Objectives

- Task focused
- Ability to prioritise
- Analytical
- Problem solving

Leading and Communicating

- Work collaboratively with team members and demonstrate leadership in the team

Developing Others

- Coaching and supporting colleagues to develop their skills
- Being sensitive to others needs and motivations including volunteer management
- Demonstrating and understanding diversity - valuing and respecting different views and ways of working, respecting confidentiality and encouraging new ideas within all aspects of the Home.

4. Additional information

- Ability to work varied hours, including occasional evening and weekend commitments where needed.

5. **Organisation**

Bath Cats and Dogs Home, operated by RSPCA Bath & District Branch

Signature of role holder.....

Print Name.....

Date