



JOB DESCRIPTION

Title: Individual Giving Manager
Reports to: Head of Fundraising
Location: Central Bath

Introduction:

Genesis Trust Bath is a Christian charity in the city of Bath with a mission to help and support people facing homelessness and disadvantage in and around Bath. At present this is organised via ten projects, employing sixteen people and enjoying the voluntary contribution of over 700 people, many of whom belong to local Christian congregations.

Genesis is growing, with an exciting new property development taking place in 2017 and the launch of a new social enterprise to add to the ten existing projects, some of which are expanding significantly. This is an opportunity to be involved in our growth as a charity, as Genesis is positioned for the next phase of its development. It will be a fantastic opportunity for someone who likes a challenge, is highly organised, and wants their work to make an immediate difference to the most vulnerable and marginalised in our community. It will also suit someone who has the experience, enthusiasm and ability to develop a plan to significantly grow our income from Individual Giving and Legacies over the next 5 years.

The Individual Giving Manager will be a core member of the Fundraising & Communications Team. The role of the Fundraising & Communications Team is to maintain a positive profile for Genesis, and to generate sufficient income to meet our needs.

Job Purpose:

1. To develop a programme of activity, across a range of media, to maximise income from supporters.
2. This will include the recruitment of new donors, the stewardship and upgrading of existing supporters and the reactivation of lapsed donors.
3. As part of this programme, the Individual Giving Manager will design and introduce a supporter giving scheme.
4. The Individual Giving Manager will also develop a new legacy programme, to develop this income stream for Genesis.
5. As the primary point of contact for individual donors, the Individual Giving Manager will safeguard the Christian ethos of Genesis.

Success in this role is measured by:

- Achievement of the annual budget figure for Individual Giving & Legacies

- Launch of a successful new supporter programme
- Development and launch of a new Legacy programme targeted with securing pledges and legacies
- Efficient administration – keeping accurate records on the CRM database, and ensuring timely recording/thanking of all donations.
- Production of accurate and timely management and financial reports.

Job Tasks:

1. Work with the Head of Fundraising to develop the new strategy for individual giving
2. Work as part of the Fundraising & Communications team to deliver the Individual Giving financial target and plan
3. Prepare detailed income and expenditure reports for each area of activity, and interpret data in order to measure effectiveness and return on investment
4. Design and deliver Supporter Journey activities across the charity
5. Use the CRM database as an effective fundraising tool, maintaining individual records, planning and making data selections to pre-agreed briefs and producing reports
6. Be the first point of contact for all Individual Giving enquiries
7. Champion the capture of potential new donors at GT through events and other activities
8. Work with colleagues who support communications and marketing activities to produce strong and compelling fundraising materials for a wide range of media
9. Provide expertise and guidance on all matters relating to gift aid, including maximising income and work closely with the finance team to ensuring gift aid declarations are accurately made and stored
10. Develop and implement a stewardship programme including regular newsletters, mailings and on-line activity
11. Explore and test new methods for donor recruitment and increasing donations
12. Monitor, record and thank all individual donations.
13. Develop Individual Giving promotional materials as required, and ensure these are kept up to date and stocks are managed
14. Ensure all data protection requirements are fully met
15. Keep abreast of changes in the Fundraising sector and adhere to Institute of Fundraising / FRSB codes of practice

16. Attend regular meetings with key staff and away days as necessary.

Internal and external relationships:

The post holder will work with the:

- Fundraising team to ensure that all opportunities to grow support are maximised i.e. cross marketing other fundraising opportunities and sharing best practice and expertise.
- Communications Manager to effectively market a portfolio of products using a range of channels including digital, social, print, and press.
- Finance team to track and record income.
- The Finance and Database Administrator to ensure the effective systemisation and management of the database for the purposes of individual giving activity
- Volunteer team to recruit volunteers to help with administrative and other tasks
- Genesis supporters via a range of channels i.e. phone, email, written and face to face
- A range of external suppliers specialising in copy-writing, artwork, print, distribution, profiling and database management etc.
- The CST staff team in order to help provide cover across Genesis when others are away or ill.
- Ensure that Genesis' health and safety policies, procedures and standards are met.

Support will include:

- The Head of Fundraising
- Other Project and support managers.
- Appropriate training in the form of courses, seminars and events.
- Regular 1:1s and annual appraisal.

Person Specification

	Essential	Desirable
Qualifications	Degree standard or equivalent relevant professional experience /qualifications	Institute of Fundraising Qualification Familiar with IOF codes of practice Member of the Institute of Fundraising (IOF)

<p>Experience</p>	<p>Minimum of 3 years' experience working in a fundraising, membership or direct marketing function with a demonstrable track record of successful results.</p> <p>Experience of delivering successful fundraising appeals</p> <p>Experience of Salesforce or similar CRM database, audience segmentation and use of data analytics</p>	<p>Experience of growing income from Legacies</p> <p>Experience of planning and delivering Supporter Journeys</p> <p>Experience of managing a mailing programme</p>
<p>Skills/Knowledge</p>	<p>Understanding of the individual giving market</p> <p>Analytic mind set, confident with data and its application in a supporter context</p> <p>Organised, with good attention to detail and an efficient approach with the ability to manage multiple tasks simultaneously and work to deadlines</p> <p>Creative, flexible, innovative approach</p> <p>Able to apply marketing principals using a range of channels including digital, social and print</p> <p>Good writing skills – able to produce creative content for marketing purposes</p> <p>Able to set and adhere to annual income and expenditure budgets, including variance reporting and reforecasting</p> <p>Knowledge of regulatory environment for fundraising from individuals including data protection, Gift Aid and fundraising codes of practice and regulation Proficient in relevant IT packages including Microsoft Excel, Word, PowerPoint and fundraising & relationship databases</p>	<p>Full UK driving licence and access to a car</p>
<p>Qualities</p>	<p>A 'completer-finisher' temperament</p> <p>Enthusiasm, innovation and energy to encourage others, both within the organisation and outside.</p> <p>Self-starter who works well under pressure and is target driven</p>	

	<p>Strong interpersonal skills – able to communicate with supporters with confidence and fluency, both face to face, on the telephone and online.</p> <p>Accuracy and good attention to detail</p> <p>Empathy with and understanding of Genesis Trust’s Christian ethos</p> <p>Good team player capable of using initiative, tact and discretion</p> <p>An enthusiasm for our work with disadvantaged and homeless adults</p> <p>Out of hours working, travel and attendance at appropriate events when required</p>	
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Job Description agreed:

Post holder’s signature:

Name:

Line manager’s signature:

Name:

Date: