

JOB DESCRIPTION

Department:	Engagement
Job Title	Individual Giving and Supporter Engagement Manager
Accountable To:	Head of Engagement
Accountable For:	Individual Giving & Legacy Manager Fundraising & Admin Assistant Supporter Care Assistant
Based At:	Leatherhead
Salary Band:	34,000 – 38,000
Job Purpose and Context	
<p>Generate and grow sustainable income, leading on new donor acquisition and delivering excellent stewardship of existing individual supporters.</p> <p>Lead activity to reach wider audiences, increasing the number of prospects for one-off gifts, regular donations and future legacy giving.</p> <p>Develop new fundraising ideas, adopting a test and learn approach, to ensure a strong Individual Giving portfolio and avoid over reliance on any one income source.</p> <p>Manage supporter journeys to ensure communications and engagement tactics effectively steward prospects and donors to drive conversion, retention and improve the lifetime value.</p> <p>Champion the use of CRM principles, driving robust data management and data analysis to glean insight and support data-driven decisions.</p>	
Areas of Responsibility	
<ul style="list-style-type: none"> • Devising and delivering Individual Giving Strategy (including Legacy Giving) and Operational Plans that align with wider Engagement Strategy and Business Plan • Development of clear multi-channel acquisition plans and activity, working closely with digital team, wider teams and managing third party agencies • Maximizing on a range of data-capture and fundraising opportunities to grow our prospect base • Managing the existing product portfolio and delivery of new product innovation • Identifying and testing scalable recruitment channels including face to face and online, as well as exploring new channels including for example DRTV and out-of-home advertising • Leading on supporter care, managing supporter journeys in collaboration with others to maximize lifetime value and retention • Staying well-informed of and responsive to the challenges and opportunities presented by the external environment and evolving fundraising landscape 	

<ul style="list-style-type: none"> • Direct line management of the team • Leading annual budget process for the Individual Giving budget line • Creation of robust investment business cases for support to deliver new products to improve sustainable income sources
Leadership and Strategy
<ul style="list-style-type: none"> • Provide leadership for direct reports that inspires both staff and volunteers to excel and achieve • Keep abreast of external innovative fundraising developments, campaigns and appeals to drive forward an innovative culture within the team • Lead on the planning process for Individual Giving ensuring the involvement of team members and colleagues to update three-year strategy and annual operational plans • Take responsibility for own professional development • Live the Rainbow Trust values and demonstrate Leadership qualities
Operational and Project Planning
<ul style="list-style-type: none"> • Develop an annual work programme for area of responsibility that aligns to the Rainbow Trust Business Plan • Create monthly and quarterly reports with narrative against agreed KPIs, and income received against budget to support accurate forecasting, recommending remedial action in areas of underperformance • Effectively manage third party suppliers and negotiate best value for money • Develop project plans to support work programme activity that identifies key milestones, success criteria and resource requirements
Working with Customers and Service Delivery
<ul style="list-style-type: none"> • Manage the supporter engagement journey ensuring sound supporter management principles are delivered at all times • Lead on the Supporter Care Policy and Service Level Agreements, ensuring teams are informed and active in delivering the policy • Manage the complaints procedure, ensuring that all teams record complaints and full investigations are conducted • Deliver outstanding services to both supporters and colleagues to professional standards and corporate guidelines • Model good customer/supporter care practice and behaviours
Developing, Maintaining Systems and Procedures
<ul style="list-style-type: none"> • Lead on GDPR compliance for business area

- Maintain robust policies and procedures and monitor processes to ensure all fundraising activities are fully GDPR compliant and compliant with fundraising regulator
- Develop the supporter journey, ensuring its effectively recorded and managed using the database
- Ensure the efficient processing of all donations and Gift Aid
- Analyse data from the supporter database working closely with Head of Engagement to develop insights to feed into the innovation pipeline for the development of new fundraising products

People Management and Development

- Recruit and retain high performing staff with relevant experience and specialist skills to enable the function to achieve objectives
- Effectively manage the team (including volunteers and interns) and create a positive atmosphere and high morale

Team Working and Collaboration

- Work closely with the Database Officer and Head of Engagement to ensure robust, accurate and analytical reports are produced to support business planning
- Lead and champion the implementation of business improvement and people development initiatives, including Buddying, PI and SBI processes
- Work across project teams and with colleagues across the organisation to optimise every opportunity to acquire long term supporters
- Contribute professional knowledge and expertise to team development
- Collaborate effectively with colleagues across the department and organisation

Special Conditions

- Out of office work will be required from time to time in order that the organisation is able to deliver on its commitments to its stakeholders
- Some UK travel may be required from time to time.
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.