

## **JOB PROFILE**

**JOB TITLE:** Individual Giving Officer

**SALARY:** £24,000- £28,000

**CONTRACT:** Permanent

**LOCATION:** London (Hybrid)

**REPORTING TO:** Individual Giving Manager

### **About Us**

Established in 1987, by our Chairman Eddie O’Gorman, following his youngest son Paul O’Gorman passing away from Acute Lymphoid Leukaemia, ALL, Children with Cancer UK has gone on to become a leading force in paediatric oncology.

In the last 34 years we have raised a staggering £290m in the fight against childhood cancer. Over the years, working with the scientific community, we have made significant breakthroughs in the treatment of ALL, and have contributed to raising survival rates from 63% to 84%. Alongside this we have also invested in patient family accommodation and grants to families, in addition to supporting family days out and welfare programmes throughout the UK, helping children and their families to maintain as normal a life as possible during their treatment.

We are moving into a new phase of growth and are investing in our teams to expand our reach, grow our awareness and deliver greater income to ensure we can continue our fight against childhood cancer. Our leading pillar of work continues to be research into the cause, treatment and cure of this cruel disease, and we will not stop until every child survives.

Our vision is of a world where no child dies of cancer.

Since we were inaugurated in 1988, we have been dedicated to fighting the injustice of cancer in children. We raise and invest money for vital specialist research to save the life of every child with cancer.

By funding visionary researchers and accelerating breakthroughs we have helped to drive childhood cancer survival rates up from 63.7% in 1990 to a predicted 84%\* in 2017.

We also support families whose lives have been turned upside down by:

- helping to fund the building of free patient and family homes near hospitals around the UK;
- supporting charities offering financial assistance to families during treatment;
- giving children and families unforgettable days out – creating memories that can never be lost.

Children with Cancer UK (the Charity) is the leading national children's charity dedicated to the fight against childhood cancer. Our aims are to determine the causes, find cures, improve treatments and provide care for children with cancer.

\* Survival rates are based on 5 year survival. The 84% figure for 2017 is an estimated figure by the Office of National Statistics, exact figures will be known in 2023.

## **Role overview**

Working within the Individual Giving team, your role is to manage and support the delivery of supporter-centric fundraising appeals, which may recruit, retain or develop supporters. These appeals will include utilising online and offline channels such as TV adverts, paid social advertising, SMS, email, private sites, direct mail, and telemarketing.

## **Main Responsibilities & duties**

1. Create, plan, deliver and evaluate multi-channel, compliant, insight-led, supporter-centric campaigns to enable us to deliver both individual appeal goals as well as/in line with wider organisational goals.

Appeals could include:

- Acquisition through cold DM, TV, digital and private sites etc
- Development and retention through direct mail, email, SMS etc

Campaign asks could range from gaming, to cause-related asks for a one-off or regular gift.

2. Deliver fundraising projects and campaigns to schedule, to budget and to a high standard
3. Work collaboratively with internal stakeholders and liaise with external agencies and suppliers to effectively deliver projects and campaigns.

This includes:

- a. Being aware and respectful of different processes, timeframes and ways of working
- b. Being proactive with timely and relevant updates or communications
- c. Being open to feedback and the use of different tools to support project progression or communications

Internal teams could include: Supporter Care, Data, Digital/Communications, Research and Finance etc.

External partners could include: Agencies providing media, creative, channel-specific fundraising services for example.

4. Regularly review, communicate and document key performance indicators across your appeals and keep key stakeholders updated. Ensure you provide commentary to accompany results reporting, drawing on insights and the wider picture to add context and make recommendations from your learnings.
5. Accurately record, process and reconcile expenditure to ensure value for money and account for financial resources
6. Other duties
  - a. Supporting other IG colleagues in campaign delivery (e.g. laser proofing, ideation and proof-reading) or other tasks/projects where necessary (e.g. fulfilment stock management or cross-team ways of working)
  - b. Shared responsibility to ensure all relevant processes and opportunities for improvement are shared.
  - c. Help supporter-facing teams during busy periods.
  - d. Volunteer at events when required e.g. London Marathon, Zippo's Circus etc
  - e. Undertake any other duties that are relevant to the job as requested by your line manager.

### **Person Specification**

	<b>Essential</b>	<b>Desirable</b>
<b>Education &amp; Qualifications</b>	N/A	<ul style="list-style-type: none"> <li>• Marketing or direct marketing qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 1year + of direct marketing or transferrable experience. This should include project managing or assisting a project manager to plan and deliver activity and evaluate results.</li> <li>• Familiarity with direct marketing methods to recruit, retain and develop supporters</li> <li>• Able to create and tailor engaging and emotive copy for a range of different channels</li> <li>• Managing supplier relationships</li> <li>• Working knowledge of supporter databases, targeting, segmentation and response analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Voluntary sector experience</li> <li>• Experience of using direct marketing methods to recruit, retain and develop supporters e.g. telemarketing</li> <li>• Knowledge of testing, validation and taking campaign learnings forward</li> <li>• Experience of The Raiser's Edge database</li> <li>• Knowledge of print and online production processes</li> <li>• Understanding of the Gift Aid process</li> <li>• Understanding of regulations that govern fundraising</li> </ul>

<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>• Ability to confidently manage multiple projects concurrently</li> <li>• Strong organisation, prioritisation and evaluation skills</li> <li>• Ability to work quickly, accurately and efficiently</li> <li>• Ability to develop and maintain effective and collaborative internal and external relationships</li> <li>• Good communication skills</li> <li>• Fast-learner who can use their own initiative and work independently</li> </ul>	<ul style="list-style-type: none"> <li>• Pro-actively seek out opportunities to enhance ways of working</li> <li>• Negotiating and influencing skills</li> </ul>
<b>Other attributes</b>	<ul style="list-style-type: none"> <li>• Numerate: particularly for results reporting and formulas with excel and assisting with reforecasting</li> <li>• Good I.T. skills (Excel, Word and Outlook)</li> <li>• Excellent written English including spelling and grammar</li> <li>• Team player with positive, pro-active attitude</li> <li>• Goal and results-orientated</li> <li>• Compassion towards children with cancer and their families</li> </ul>	

The appointee will also be expected to be fully IT literate.