

## **JOB PROFILE**

**Job title:** Individual Giving Manager  
**Salary:** £38,000 - £41,000 (Dependent on experience)  
**Contract:** Full-time/Permanent  
**Location:** Office-based (Holborn, London)  
**Reporting to:** Senior Individual Giving Manager  
**Direct reports:** Individual Giving Officers x2

### **Children with Cancer UK**

Children with Cancer UK is the leading national children's charity dedicated to the fight against childhood cancer. We raise and invest money for vital specialist research to save the life of every child with cancer and keep their family together. Our vision is of a world where no child dies of cancer.

### **Role Purpose**

Working with the Senior Individual Giving Manager, you will help to oversee and deliver the Individual Giving strategy. You will lead on the development and management of Individual Giving activity including cash appeals, supporter newsletters, raffles, paid social media, telemarketing, in memory giving and gifts in Wills to help reach the Individual Giving team's income target. This role involves line management of two Individual Giving Officers.

### **Key Responsibilities**

1. With support from the Senior Individual Giving Manager, to devise and deliver the Individual Giving strategy in line with charity's overarching objectives.
2. Alongside the Senior Individual Giving Manager, to be responsible for developing and implementing the Individual Giving income and expenditure budget, monitoring income, preparing forecasts and accounting for variations in income.
3. To help support, develop and deliver an annual programme of multi-channel campaigns using direct mail, PSMS, digital marketing and telemarketing to retain and develop donors, ensuring all campaigns fall within Children with Cancer UK's brand guidelines.
4. To manage supporter journeys in collaboration with other teams to maximise lifetime value and retention.
5. To excel in cross-team campaign management and to be accountable for operating against agreed schedules and processes, liaising with internal and external stakeholders to ensure activity works and fits within all organisational communication plans.
6. To line manage two direct reports; to set and review objectives, conduct regular one-to-ones and facilitate development of identified training needs.

7. To stay well-informed of and responsive to the challenges presented by the external environment, the evolving fundraising landscape and relevant gaming and legacy legislation. This includes actively identifying and advising on trends and potential areas for income growth to expand the Individual Giving programme and develop the Individual Giving strategy.
8. Adopting a test and learn approach, develop new fundraising ideas to ensure a strong Individual Giving portfolio and avoid overreliance on any one income source. This includes maximising on a range of data-capture and fundraising opportunities to grow our donor base.

### Personal Specification

	Essential / Desirable	Assessment
Experience/ knowledge <b>Essential</b>	<ul style="list-style-type: none"> <li>At least three years' demonstrable Individual Giving fundraising experience</li> <li>Experience of developing and feeding into Individual Giving strategies, implementing a test and learn approach into a programme for continued improved performance</li> <li>Knowledge of budgets and experience of reporting financial performance against targets</li> <li>Project management experience including planning, implementation, monitoring and evaluation of campaigns</li> <li>Excellent proven track record of managing an integrated direct marketing programme across a variety of channels</li> <li>Experience of working with data teams to deliver complex data strategy selections, ensuring decisions made are insight driven to improve performance of the Individual Giving programme</li> <li>Experience of managing staff to achieve results and feel supported in their work, as well as foster their development</li> <li>Experience of managing external suppliers and agencies, and negotiating contracts</li> <li>Knowledge of regulatory environment for fundraising from individuals including data protection, Gift Aid, and fundraising codes of practice and regulation</li> </ul>	Application  Application/interview  Application/interview  Application/interview  Application/interview  Application/interview  Application/interview  Application/interview  Application/interview
Experience/ knowledge <b>Desirable</b>	<ul style="list-style-type: none"> <li>Experience of Salesforce CRM database</li> <li>Experience of gifts in Wills fundraising, particularly around the stewardship of legacy pledgers</li> <li>Knowledge of gifts in Wills forecasting and administration</li> </ul>	Application Application/interview  Application/interview
Skills and abilities	<ul style="list-style-type: none"> <li>Ability to work across teams and departments in a collaborative manner and to proactively engage with colleagues on projects</li> </ul>	Application/interview  Application

	<ul style="list-style-type: none"> <li>• Excellent time management skills with the ability to manage multiple tasks simultaneously and to work to deadlines</li> <li>• A strong team worker and motivator of others</li> <li>• A highly innovative and creative thinker with the ability to critically appraise ideas</li> <li>• Able to act with tact, diplomacy, confidentiality and deal with sensitive issues</li> <li>• Understanding of and commitment to Children with Cancer UK's vision and mission</li> </ul>	<p>Application/interview Application/interview</p> <p>Application</p> <p>Application</p>
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This job description outlines the current main responsibilities of the post. However, the duties of the post may change and develop over time and this job description may, therefore be amended in consultation with the post holder.

At Children with Cancer UK, we value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. The statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.

To apply, please send your CV and supporting statement to [alan.sparke@childrenwithcancer.org.uk](mailto:alan.sparke@childrenwithcancer.org.uk)