



Children with Cancer UK
Candidate Pack



Registered Charity Number: 298405
Inaugurated by Diana, Princess of Wales
Company limited by guarantee, Number: 4960054

Job description

Job title:	Individual Giving Executive
Contract:	Permanent/Full-time
Location:	Hybrid – Minimum of 3 days a week working in the office (21-27 Lamb's Conduit Street, London, WC1N 3NL) and 2 days working from home
Reporting to:	Senior Individual Giving Manager
Direct reports:	NA
Salary range:	£30,000 - £34,000 (based on experience)

Role

Working within the Individual Giving team, you'll have a varied role managing and supporting the delivery of supporter-centric fundraising appeals which will recruit, retain and/or develop supporters across the cause-led, gaming, in memory and legacy programmes. These appeals will include utilising online and offline channels such as direct mail, organic and paid social advertising, email, private sites, SMS and telemarketing.

This role would suit someone with some experience of marketing or fundraising or who would like to expand their experience of Individual Giving.

Children with Cancer UK

Our vision is a world where every child and young person survives their cancer diagnosis.

We are the leading childhood cancer charity in the UK, supporting families and childhood cancer research since 1988. Over the last 35 years, we've developed kinder treatments, improved public and scientific understanding of childhood cancer and raised over £300 million. Our mission is to improve survival rates and the quality of survival in young cancer patients and to find ways to prevent cancer in the future.

Key responsibilities

1. Create, plan, deliver and evaluate multi-channel, insight-led, supporter-centric campaigns to enable us to deliver individual appeal goals in line with wider organisational goals. Campaigns could include:
 - Acquisition through digital marketing (paid social advertising) and private sites.
 - Development and retention through direct mail, email, SMS and telemarketing.
 - Reviewing, optimising or designing supporter journeys and stewardship with a view to increase the lifetime value of donors.
2. Lead campaigns with high quality project management to align with the audience need, brand guidelines, and delivery timelines.
3. Work collaboratively with internal stakeholders including the Marketing and Communications team, Supporter Care, Data, Research and Finance and liaise with external agencies and suppliers to effectively deliver projects and campaigns. Regularly review, communicate and document key performance indicators across campaigns and keep key stakeholders updated. Provide commentary to accompany results reporting, drawing on actionable insights and making recommendations to improve the programme.
4. Accurately record, process and reconcile expenditure to ensure value for money and account for financial resources.
5. Take responsibility for compliance across campaigns considering the Code of Fundraising Practice, Gambling Commission requirements including ASA guidance and GDPR, among other relevant legislation and expectations.

Additional Responsibilities

1. Any other reasonable duties as directed by your line manager.
2. 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).
3. Collective responsibility to ensure all relevant processes and opportunities for improvement are shared.
4. Help supporter-facing teams during busy periods.
5. Volunteer at events when required (e.g. London Marathon, Fundraising Gala). The charity operates a time off in lieu system to make this time up which your line manager will need to approve.

Person Specification

	Essential	Desirable
Experience	• Previous direct marketing or transferrable experience. This should include project managing or assisting a project manager to plan and deliver activity and evaluate results. • Familiarity with direct marketing methods to recruit, retain and develop supporters. • Able to create and tailor engaging and emotive copy for a range of different channels and audiences. • Managing supplier relationships. • Working knowledge of supporter databases and audience segmentation • Understanding of Data Protection and marketing compliance regulations	• Knowledge of testing, validation and implementing campaign learnings. • Experience of Salesforce database, including Marketing Cloud and Data Cloud. • Knowledge of print and online production processes. • Understanding of the Gift Aid process. • Understanding of regulations that govern fundraising. • Voluntary sector experience.
Skills & Abilities	• Ability to confidently manage multiple projects concurrently. • Strong organisation, prioritisation and evaluation skills. • Ability to work quickly, accurately and efficiently. • Ability to develop and maintain effective and collaborative internal and external relationships. • Excellent written English, including spelling and grammar. • Fast learner who can use their own initiative and work independently.	• Pro-actively seek out opportunities to enhance ways of working. • Negotiating and influencing skills.
Other attributes	• Numerate: particularly for results reporting. • Good I.T. skills (Excel, Word and Outlook). • Team player with positive, pro-active attitude.	• Marketing or direct marketing or marketing qualification.

	• Goal and results orientated. • Compassion towards children with cancer and their families.	
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Please note: If you don't match all of our essential criteria, but have other relevant experiences and skills, please do apply. We would love to hear from you.

Other information

At Children with Cancer UK, we value diversity, and we are committed to creating an inclusive culture where everyone can 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.

How to apply

To apply please email your CV and cover letter to hr@childrenwithcancer.org.uk and state the title of the role you are applying for in the subject line.