



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:	Senior Individual Giving Manager
Contract:	Permanent
Location:	Hybrid – Office 3 days a week (21-27 Lamb's Conduit Street, London, WC1N 3NL)
Reporting to:	Head of Philanthropy
Direct reports:	Individual Giving Executive x 3
Salary range:	£50,000-£55,000 (based on experience)
Closing date:	Friday 4th September 2026

Role overview

To oversee the Individual Giving (IG) team and contributing to the overall organisation and fundraising strategy. The role is responsible for delivering an ambitious annual income target.

The role involves testing and optimising supporter acquisition campaigns across media channels (including F2F and paid social) to recommend sector best practices. It also includes maximising net income from appeals, mid-value programs, raffles, weekly lotteries, in memory donations, legacies, and developing direct marketing activities.

Children with Cancer UK

Children with Cancer UK is a leading children's cancer charity dedicated to raising and investing funds into vital specialist research to save the lives of children with cancer. 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. What began as a small memorial charity in 1988, has evolved into a major force raising more than £300 million and investing in over 200 research projects to help fight the injustice of cancer in children.

Individual Giving Team

Deliver a broad, year-round programme of supporter-focused fundraising activity — including cash appeals, newsletters, raffles, the weekly lottery, digital acquisition, email and SMS campaigns, in-memory giving and legacy promotion — through a structured team of managers and officers who plan and execute multi-channel, insight-led campaigns to recruit, retain and grow donors.

Working closely with Supporter Care, Marketing & Communications, Data and Finance, the team ensures compliant, high-quality and integrated delivery, contributing significant and sustainable income through activities such as new raffle and lottery page launches, multi-channel Christmas appeals and impactful legacy donations, all underpinned by continuous testing, optimisation and strong stewardship.

Main Responsibilities

1. Lead, support and motivate the IG team to deliver operational plans and strategic objectives.
2. Shape and deliver the IG strategy in alignment with organisational goals.
3. Foster a culture of innovation, encouraging testing, learning and continuous improvement.
4. Embed digital marketing firmly across all IG activity.
5. Lead on income and expenditure reporting, forecasting and KPI tracking.
6. Develop, manage and monitor IG budgets and business cases.
7. Ensure all planning and decision-making is data-led, focused on improving acquisition, retention, lifetime value and ROI.
8. Produce regular financial and non-financial reports, including analysis of supporter profiles and campaign performance.
9. Oversee the development and delivery of multi-channel campaigns (DM, digital, PSMS, telemarketing, paid social, cash appeals, newsletters, raffles and in-memory).
10. Ensure all campaigns deliver on time, on budget and on brand.
11. Manage supporter journeys across teams to maximise engagement and long-term value.
12. Work with Supporter Care to deliver excellent supporter experience.
13. Line manage IG team members, providing clear objectives, 1:1s, performance reviews and professional development.
14. Build a collaborative, high-performing team culture.
15. Work closely with Communications, Finance, Supporter Care and senior leadership to align plans and integrate activity.
16. Liaise with external agencies and regulators (e.g. IoF/CIOF, Gambling Commission) to ensure compliance.
17. Ensure IG content, SEO and digital touchpoints are optimised.
18. Monitor sector trends, legislation and external shifts to identify new income opportunities.
19. Adopt a test-and-learn approach to develop new fundraising ideas and avoid over-reliance on any single income source.
20. Recommend improvements to acquisition, retention and supporter development programmes.

Additional Responsibilities

- Any other reasonable duties as directed by your line manager.
- The post requires an amount of evening and weekend work and the post holder is expected to attend events as and when required – throughout the UK. 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	• At least three years' demonstrable Individual Giving fundraising experience. • Experience of developing Individual Giving strategies, implementing a test and learn approach into a programme for continued improved performance. • Experience of developing plans to acquire new donors with a focus on long-term return on investment and a high life-time value. • Knowledge of budgets and experience of reporting financial performance against targets. • Ability to interpret data to inform actions and decisions to grow income or improve processes - therefore highly numerate and methodical, with the ability to analyse data and produce reports. • Excellent proven track record of managing an integrated direct marketing programme across a variety of channels. • Ability to negotiate and influence at a senior level. • Experience of working with data teams to deliver complex strategy selections, ensuring decisions made are insight driven to improve performance of the Individual Giving programme. • Working knowledge of supporter acquisition models of recruitment to effectively develop and retain new supporters. • Experience of leading staff to achieve results and feel supported in their work, as well as foster their development. • Experience of managing external suppliers and agencies, and negotiating contracts. • Knowledge of regulatory environment for fundraising from individuals including data protection, Gift Aid, and fundraising codes of practice and regulation. • Working knowledge of direct marketing legislation and compliance, such as data protection and Gambling Commission regulations. • Knowledge of forecasting income and expenditure and proactive contingency activity to deliver to budget.	• Experience of Salesforce CRM database. • Experience of gifts in Wills fundraising, particularly around the stewardship of legacy pledgers.

Skills & Abilities	• Ability to work across teams and departments in a collaborative manner and to proactively engage with colleagues on projects. • Excellent time management skills with the ability to manage multiple tasks simultaneously and to work to deadlines. • A strong team worker and motivator of others. • A highly innovative and creative thinker with the ability to critically appraise ideas. • Able to act with tact, diplomacy, confidentiality and deal with sensitive issues. • Understanding of and commitment to Children with Cancer UK's vision and mission.	• Knowledge of legacy marketing and administration.
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Please note: If you don't match all our essential criteria but have other relevant experiences and skills, please do apply. We would love to hear from you.

Equality, Diversity and Inclusion

At Children with Cancer UK, we value diversity, and we are 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.

How to Apply

Please submit your CV and cover letter as one document e.g. PDF or Word document and state the title of the role you are applying for in the subject line.

Applications should represent the candidate's own experience and perspective. While AI tools may be used for guidance, responses must reflect your personal experience and may be discussed in detail during the selection process.

If you require any reasonable adjustments during the application or interview process, please contact us at hr@childrenwithcancer.org.uk

All applications will be reviewed and considered by a member of our team and those applicants who appear to match our requirements will be contacted. If you have not heard from a member of our team within the next eight weeks, please assume that you have not been successful on this occasion and due to high volume of applications, we are unable to provide individual feedback.

You must be eligible to work in the UK to apply for this vacancy.