**Individual Giving Senior Officer**

**Job Title:**  Individual Giving Senior Officer

**Reports to:** Head of Events, Community and Individual Giving Fundraising

**Contract:** Permanent (35 hours per week). The Vision Foundation is a flexible employer and we are happy to explore flexible arrangements, including part-time and home working.

**Salary Band:** £30k - £35k per annum (inclusive of London weighting)

**Location**: Hybrid working between home based and Central London office (Lambeth North). Minimum two days per week in office (to be reviewed as restrictions evolve).

The Vision Foundation believes passionately that people living with sight loss should have the same opportunities as anyone else. We strive to ensure London is a city that works for everyone and that avoidable sight loss is prevented.

The Vision Foundation is a sector leader in London standing up for the rights and freedoms of people living with sight loss. The charity funds organisations providing front-line projects and services across the capital, and works collaboratively through researching, building capacity, funding and advocacy. We’ve been going for a hundred years and following a cultural and organisational re-shaping, including changing our name and branding, we have the energy and drive of a start-up.

Like many charities, unrestricted income from individual givers is hugely important to us. The Individual Giving Senior Officer will be responsible for cultivating our committed giving and cash supporters, improving our overall communications with them and growing this important income stream. You will be managing our regular cash appeals, improving our stewardship, and overhauling our thanking and welcome journeys. Working closely with colleagues, you will identify donors who may be interested in our challenge or special events, and those who could be approached with a legacy ask. You will also manage the online journeys for these supporters, working with colleagues to ensure our social media messaging matches supporter communications.

In addition we will have a focus on acquisition for recruiting new regular supporters and legacy pledgers – you will be involved in the strategic direction of this and be operationally leading on this programme and working with external suppliers to test different recruitment streams that deliver the best lifetime value and return on investment.

You will be joining the organisation at an incredibly exciting time and have the opportunity to develop your skills in fundraising and direct marketing with an organisation who has ambitious growth plans over the next five years.

**Role Responsibilities:**

* Contribute to Vision Foundation’s overall fundraising strategy as a member of the Fundraising Team
* Develop and implement Vision Foundation’s individual giving strategy by growing net income in this area
* Produce business cases for acquisition investments you deem necessary for recruiting new regular supporters and legacy pledgers and deliver the implementation of these
* Manage all cash appeals – sourcing case studies and stories, writing the copy (or briefing a copywriter), using design software or briefing a designer to create the look and feel of the appeal, working with Database Manager, achieving sign off, creating thank you journeys
* Work with the Database Manager to monitor, analyse and report on mailing performance
* Plan and manage donor recruitment opportunities, working on messaging, ask, budget, design and copy and fulfilment, or briefing any external suppliers managing these areas
* Explore conversion opportunities to grow the database – including post-event stewardship journeys for challenge event participants, cultivation asks for our charity shop and eBay customers and identify other opportunities
* Ensure cultivation materials such as thank you letters, updates and welcome packs are fit for purpose and make any necessary changes
* Use ThankQ, the fundraising database, to effectively administer and manage supporter activities
* Provide general support across the fundraising team as requiredTo work in compliance with the Fundraising Regulator’s Code of Practice and data protection legislation

**Requirements:**

* Experience of delivering successful individual giving appeals and managing regular givers
* Relevant project management experience, bringing successful projects in on time and on budget
* Relevant relationship management experience
* Excellent written communicator, writing cases for support for different audiences
* Able to build rapport and strong relationships with a variety of stakeholders including supporters, staff and external suppliers/ agencies
* Proven ability to engage, inspire and enthuse a range of supporters
* Experience of digital fundraising campaigns and social media execution
* A commitment to undertake training where required
* Understanding of and commitment to relevant fundraising legislation, regulation and best practice.
* Creative thinking, imaginative and entrepreneurial attitude towards fundraising
* IT literate with experience of Word, Excel, PowerPoint, Publisher, Outlook, and databases
* Commitment to Vision Foundation’s values namely, collaborate, empower, intelligent, courageous

**Desirable skills, knowledge & experience:**

* Experience of using a CRM database to support relationship management
* Experience of managing individual donor acquisition campaigns
* Experience of digital design and planning social media campaigns
* Experience of developing an Individual Giving strategy
* Experience of promoting disability causes in the UK
* Understanding of the charity sector and associated fundraising techniques

**Personal qualities**:

* An understanding of and commitment to London’s blind and partially sighted people
* Organised with the ability to juggle several deadlines at the same time
* Positive and enthusiastic
* Self-motivated, team worker with ability to work autonomously as required
* Willingness to work flexibly where required
* Approachable, creative, ‘can-do’ attitude

The role description is a general outline of duties and responsibilities and may be amended as Vision Foundation develops and the role grows. The post holder may be required to undertake other duties as may be reasonably required from time to time.