**Individual giving Manager (retention)**

**WELCOME LETTER**

Every 6 minutes someone learns that they are losing their sight. Every five hours, a baby is born with sight problems. In these moments, two profound questions emerge:

• Can this be stopped?

• How do I (or my child) live this life?

The merger of Fight for Sight and Vision Foundation on 1st April 2023 will enable us to address both questions. By combining our strengths and expertise we’ll be the only significant national funder with the efficiency, capability, and capacity to increase investment in medical research and social improvement. Together we can mitigate both the prevalence and impact of sight loss.

We have a clear ambition, led by our CEO, Keith Valentine, who has valuable lived experience of sight loss. We’ve secured well-respected and highly engaged ambassadors and patrons, such as Sir John Major and Marsha De Cordova MP.

We are now looking for experienced, committed, and creative individuals to join our dynamic team as we devise and launch a new five-year strategy. You’ll be part of something impactful, we’d love to hear from you.

**JOB DESCRIPTION AND PERSON SPECIFICATION**

The Individual Giving Manager (Retention) will work within the Public Fundraising Team and play a key part in growing and sustaining income from our individual giving audiences of cash donors and regular giving supporters. You will work closely with the Deputy Director of Fundraising, Individual Giving Manager (Acquisition), Supporter Care Officer and Database Manager and will be responsible for the development, project management and delivery of the supporter retention, renewal and stewardship program. This is a great role for someone with existing individual giving fundraising experience, who would like the opportunity to use analysis and insights to develop and shape retention and stewardship activity, with the drive to deliver a program which aspires be best in class.

**Responsible to**

Deputy Director of Fundraising

**Direct reports**

Potential scope for line management responsibilities in future.

**Working hours and contract**

This is a permanent full-time role. We will consider part-time and flexible arrangements.

**Salary**

£35,000 to £40,000 depending on experience, based on permanent and full-time (35 hours per week).

**Location**

Aldgate E1 and hybrid working. Two days in the office and external meetings and events as required.

**Role Responsibilities:**

This role plays a key part in driving income growth and sustainability in our Individual Giving programme.

Your priorities will include:

* Driving the strategic and operational planning of Individual Giving to deliver strong income growth and return of investment (ROI), ensuring agreed targets and KPIs are achieved in relation to retention and conversion of existing donors.
* Devising and delivering the overall Individual Giving retention and stewardship budget to maximise opportunities for growth, preparing robust annual income and expenditure budgets and operational plans.

**Strategy, planning and delivery:**

* Develop and manage donor retention and upgrade for cash donors and regular givers across all channels to increase our supporter base, maximising ROI.
* Devise and deliver the overall Individual Giving retention and stewardship budget to maximise opportunities for growth, preparing robust annual income and expenditure budgets and ops plans, reforecasting these on a quarterly basis and engaging with month end processes.
* Lead the delivery of an impactful stewardship programme, which includes managing the supporter newsletter to optimise donor retention and development across all supporters, delivering exceptional donor experience; oversee timely responses to donors.
* Optimise data and data capture opportunities to help us better understand our supporters, inform strategy and ultimately deliver insight to help drive retention and lifetime value.
* Provide timely high-quality reporting with robust analysis and recommendations to improve performance – utilising your Individual Giving expertise and sector benchmarks.
* Adopt a test and learn mentality to strategic planning, developing new activities to provide the charity with a balanced portfolio of offers for new/existing donors.
* Direct and manage external suppliers to execute the Individual Giving retention programme to meet agreed budgets, timelines and KPIs.
* Support with the selection and appointment process for new external suppliers, effectively managing relationships to ensure the highest quality service.
* Ensure tools and processes are in place to effectively deliver objectives in collaboration with teams across the organisation.

**Collaboration**

* Identify opportunities to maximise value from our supporter base and seek opportunities to work with colleagues to facilitate cross-selling of relevant initiatives to engage donors, including mid-value, major gifts and legacies for example.
* Work collaboratively across the charity to develop exciting and relevant content across all Individual Giving activity, including the supporter newsletter, working with colleagues to identify where content could be applied to other communications and marketing channels.
* Keep abreast of new trends, tactics and competitor activity within the sector, disseminating new learnings and information throughout the team.
* Ensure that communications are compliant with all relevant bodies including HMRC, Gambling Commission, Fundraising Regulator, ICO, Charity Commission and ASA.
* Support other areas of fundraising by attending events, exhibitions etc. as required by a small team with varied engagements.

**Management**

* Carry out effective management of the Supporter Care Officer, ensuring the effective deployment of all their responsibilities.
* Be accountable for the management and development of the CRM database to maximise efficiency, working with the Database Manager to resolve any irregularities.
* Work closely with the Database Manager to establish criteria for data selection and extraction as necessary.
* Work with the Database Manager and Supporter Care Officer to ensure all donations are processed swiftly and accurately, Gift Aid income is maximised, and all declarations are collected and accurately recorded for submission to the Finance team.

**Other**

* Become fully conversant with the aims and objectives of the organisation.
* Keep up to date with developments in the sector and key new initiatives in our field.
* To always work in compliance with the Fundraising Regulator’s Code of Practice and data protection legislation.
* Undertake other duties as may be reasonably required on either a short or long-term basis.

**Person specification:**

**Skills, knowledge & experience**

**Essential skills, knowledge and experience:**

* Successful track record of developing and managing a successful, cause-led Individual Giving retention and stewardship programme, with proven technical ability across channels including print, telemarketing and digital.
* Strong experience of analysing and interpreting data, reporting and using data driven insights to inform decision making.
* Strong experience of developing and implementing successful supporter journeys with thorough understanding of donor motivation.
* Track record of meeting or exceeding targets.
* Proven ability to think and act strategically, with strong planning and evaluation skills.
* Experience of managing, motivating and developing a team.
* Experience of managing agencies and negotiating strong commercial agreements.
* Sound experience of appraising new ideas and activities and making decisions of what, how and when to test as appropriate.
* Demonstrable experience of effective financial management, including, creating, presenting and interrogating business cases managing and reforecasting budgets, providing financial narrative, reconciling results.
* Highly proficient in identifying, creating and editing fundraising content.
* Excellent interpersonal, communication (written and oral) and influencing skills, with natural aptitude for collaboration and cross working.
* Strong project management and analytical skills.
* Positive, results-driven individual with a confident ‘can do’ attitude and an ability to work to tight deadlines.
* Highly IT literate – proficient/advanced level in Excel and Raiser’s Edge.
* Thorough knowledge of fundraising regulations and GDPR.
* Demonstrable passion for, and commitment to, the vision, mission and values of Fight for Sight/Vision Foundation.
* Demonstrable passion and advocacy for the needs and motivations of our supporters.

**Desirable skills, knowledge & experience**

* Minimum of two years’ experience within a fundraising team.
* Previous knowledge or fundraising experience with a medical research charity.
* Professional fundraising, marketing or direct marketing qualification.

**Personal qualities**

* An understanding of and commitment to the sight loss community.
* Strong communication skills and presentation style.
* Evidence of financial fluency.
* Flexibility and a practical, can-do attitude.
* Highly motivated and able to juggle a varied workload.
* Personable, with excellent listening skills.
* Excellent accuracy and attention to detail.
* Growth mindset.

# **Flexibility**

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

**Application process**

Please forward a CV and supporting statement, outlining your skills and experience relevant to the role and motivations for applying for the role (two pages maximum), with the subject ‘Application for Individual Giving Manager (Retention)’ to recruitment@fightforsight.org.uk

**We will be interviewing on a rolling basis; therefore, we will close the vacancy as soon as we have found the right candidate. Early applications are encouraged.**

When writing job applications, we want to see if candidates are the right fit for our charity, so they should be written using your own words. Use of Artificial Intelligence, such as Chat GPT, is considered plagiarism, and applications drafted with the assistance of AI will be automatically rejected.

**Accessibility**

Please let us know if you have any accessibility requirements. If you are unfamiliar with MS Teams and would like to do a tech run-through before the interview, we can also coordinate that.

**Equal opportunities, diversity & inclusion**

Don’t meet every single requirement? At Fight for Sight and Vision Foundation we are dedicated to building a diverse and inclusive workforce, so if you’re excited about this role but your past experience doesn’t align perfectly with every item in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles that we have.

We have an inclusive and accessible recruitment process, including any adjustments required to support people from diverse community groups.

**EDI Monitoring Form:** Fight for Sight is an equal opportunities employer and particularly welcomes applications from people with sight loss. We treat everyone fairly and equitably across the organisation, including providing any additional support and adjustments needed for everyone to thrive. We would appreciate it if you could fill in this Equality and Diversity Monitoring form when applying for our roles. These answers are anonymous and will not affect your application: <https://www.surveymonkey.co.uk/r/VFEqualityDiversity>