

## Individual Giving Manager

**Department:** Fundraising

**Reports to:** Head of Fundraising

**Direct Reports:** Supporter Relations Manager

**Designation:** Permanent (2)

**Salary:** £28-32k per annum dependent on experience

**Hours:** 37.5 (Monday to Friday 9am to 5pm)

**Benefits / Equipment:** Annually 33 day's holiday inc. Bank Holidays (247.5 hours)  
Access to Newlife Pension Scheme  
Staff discount, following 12 weeks service  
Health Cash Plan at level 2 (worth up to £1300 per year), post probation  
2 weeks company sick pay

### **About Newlife:**

Newlife's mission is to save and change the lives of disabled and terminally ill children, across the UK.

We have over 25 years of success and we continue to help disabled children and their families, by funding:

- Free national Nurse manned helpline
- Specialist equipment grants
- Emergency equipment loans
- Child health research
- Action to campaign for change
- A 'training into work' opportunity for disabled adults
- Environmental protection

You can find out more about Newlife the Charity for Disabled Children by visiting our website:  
[www.newlifecharity.co.uk](http://www.newlifecharity.co.uk)

### **Post Summary:**

We are looking for an established fundraiser to lead on the development and implementation of Newlife's individual giving strategy, which aims to build a strong, broad base of individual donors whose contributions play a vital role in supporting the work of the charity.

Working in conjunction with the Supporter Relations Manager and Supporter Relations Administrator under the direction of the Head of Fundraising, as well as with colleagues across the charity, the person we are looking for will be responsible for managing and increasing the income received from individual donors, including cash gifts, direct marketing and media appeals, regular giving, legacies and lottery income.

If you feel you have the essential (must have) requirements and can also demonstrate a significant number of points from the desired (could have) requirements shown, please apply.

### **Essential Requirements:**

- Highly motivated and organised, with excellent attention to detail and proof reading skills
- Confident self-starter with at least three years' experience in fundraising, ideally an individual giving role
- Experience of working in a busy environment and managing your workload effectively
- Experience of delivering income generation against targets
- Ability to find creative solutions to fundraising challenges
- Professional, proactive, positive and enthusiastic, with a strong work ethic and "can do" attitude
- Creative with the ability to look at things from alternative angles to maximise opportunities with the ultimate aim of growing support for the work of Newlife
- Committed to delivering high standards of customer service
- Flexible and adaptable approach to work.
- Team player who builds open and supportive relationships.
- Excellent communication and influencing skills.

### **Desirable Requirements:**

- Experience working with and securing funding from a wide range of donors, including groups and organisations.
- Holds a Professional Fundraising qualification

### **Primary Responsibilities:**

In respect of Newlife you will have responsibility for:

- Managing and extending a calendar of mailed and emailed appeals and campaigns, online giving opportunities and other individual giving activity to grow income from this area.
- Devising new ways to communicate with and inspire our donors to develop their supporter journeys
- Managing and developing raffle and/or lottery campaigns
- Creating a programme of legacy marketing promotion utilising every opportunity to encourage donors to leave Newlife gifts in their wills
- Developing user friendly, engaging platforms for donors to give to Newlife and ensure data is captured and processed professionally and efficiently.
- Working closely with the Communications Team and Media Team to produce compelling materials and content that is consistent with Newlife's wider messaging and branding.
- Managing the Individual Giving budget to ensure cost efficiencies and a good ROI on fundraising activity
- Review and develop Newlife's stewardship plan to maximise long-term support from individual donors.
- Devise a donor acquisition strategy to expand Newlife's existing support base
- Review each Individual Giving activity to improve financial success and audience growth
- Keep up to date with trends in Individual Giving fundraising, adapting and changing Newlife activity when necessary to grow Newlife's income and deliver the best donor experience
- Ensure full GDPR requirements are met and delivered at all times

### **Reporting Duties:**

- Provide the Head of Fundraising with reports and proactively address any fundraising shortfalls
- Produce an annual individual giving plan.
- Maintain a detailed advance quarterly Work Plan or Online Calendar;
- Input to written management reports on activities and progress against targets for submission to the Head of Fundraising;
- Attend regular meetings with the Head of Fundraising as required under Newlife Support & Supervision Policy;
- Attend Fundraising team meetings as required.

### **Additional Responsibilities / Expectations:**

- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity.

- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.
- Any other duties as required from time to time.

**Notes:**

All offers of employment will be made subject to satisfactory references being received.

All Newlife roles are subject to a 6 months probationary period.

**Our Values:**

- Always compassionate and deserving of trust - in all we do.
- Making things happen - for those we serve.
- Leading in our field - to make things better.
- People at our heart - every day.

**Interested?**

Find out more about Newlife by visiting [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk) and [www.newlifestores.co.uk/landing/](http://www.newlifestores.co.uk/landing/) or see what current employees say by visiting [www.newlifecharity.co.uk/docs/about/employment.shtml](http://www.newlifecharity.co.uk/docs/about/employment.shtml)

**To apply:**

Submit a Newlife Application Form which is available from our website, by calling The People Team (01543 431495) or by visiting the SuperStore in Cannock, via online submission, by email to

[peopleteam@newlifecharity.co.uk](mailto:peopleteam@newlifecharity.co.uk) or by post to Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF. Alternatively you can send us your CV.

If you have any problems with completing the application form or would like further information please email or call the People Team.

Newlife the Charity for Disabled Children is an Equal Opportunities Employer and a Disability Confident Employer.

**Other Info:**

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

