



Job Description

- Post:** Head of Individual Giving
- Location:** Hybrid – remote working with regular travel to Scottish SPCA HQ in Dunfermline
- Hours:** Full time (35 hours per week)
- Reports to:** Director of Development, Brand & Engagement

Purpose of the Role:

Alongside the Director, to provide vision, leadership and effective strategy deployment across individual donor acquisition and retention, as well as digital fundraising activities.

The role is responsible for leading and developing the Individual Giving Team to raise funds from private individuals, recruiting and developing donors through the coordinated stewardship of individual relationships over the lifetime of support.

Leading on the brand, media and creative strategies for all direct marketing campaigns to recruit and develop donors. Ensuring the maximisation of donor loyalty and lifetime value, which are key drivers for the Society's overall financial success.

You will work strategically and collaboratively with colleagues and stakeholders to support the development and implementation of our strategic and business planning process.

Key Responsibilities:

Model the Society's values - Commitment, Compassionate, Collaborative, Adaptable, Professional and Expert - in your leadership approach to drive a high performing culture, high employee and volunteer engagement

In partnership with the Director and the Head of Development, lead the development and implementation of a multi annual fundraising strategy that underpins the Society's strategic goals – embracing innovation, accelerating income growth across a diverse range of income streams and inspiring and embedding a culture of fundraising across the organisation

Lead the development and implementation of in year fundraising plans to deliver the fundraising strategy effectively. This will include a comprehensive range of fundraising activities, strict budget management, setting of and reporting against KPIs and milestones.

Lead and inspire a team of colleagues, supporters and volunteers ensuring high colleague engagement and wellbeing, good practice in recruitment and selection, and promote individuals' learning and development plans



Work closely with colleagues in our frontline operations and the fundraising and marcomms team to engage communities, including online, and to use these communities as the basis for recruiting new supporters and accelerating the growth of fundraising

Develop effective approaches to measuring and evaluating the impact and progress of fundraising activities working to a robust set of KPIs

Lead the development and implementation of the Society's regular giving (membership and lottery) propositions

Lead on the development and execution of the Society's regular and cash giving acquisition strategies to meet agreed departmental targets

Lead on the development and execution of the Society's retention, conversion and upgrade strategies to ensure donor LTV and sustainable income

Oversee the data, insights and CRM function, ensuring data collection is prioritised and all fundraising strategies are informed by data

Lead on the Society's digital fundraising function generating income through online challenges, crowdfunding and a range of digital products

Manage key agency relationships to deliver fundraising strategies

Work with the department director to identify and develop key operational policies, processes and procedures ensuring compliance and best practice in all areas of fundraising

Inspire, motivate and develop all members of the fundraising team to ensure they are fully equipped to accelerate growth

As a member of the Society's leadership group, demonstrate commitment to delivering excellence, and to driving and implementing continuous improvement practices

Represent fundraising in Board committee meetings and Board meetings as required

Inform the development and implementation of the strategic plans of the Society

Person Specification – Head of Individual Giving

	Essential	Desirable
Education and qualifications		Member of the Chartered Institute of Fundraising Fundraising or relevant qualification
Experience and job knowledge	Senior strategic and operational leadership of a fundraising team A strong demonstrable background in growing a large individual giving programme Demonstrable experience of delivering successful retention strategies Experience of managing a data / insights function Senior level experience of initiating, developing and implementing successful fundraising strategies Budget development and management	Experience of working with and engaging senior leadership and trustees to support income generation
Job related skills / competencies	Excellent verbal and written communication skills, confidently able to engage, influence and negotiate with a range of key stakeholders Strong leadership skills with the ability to motivate, inspire and guide a team of colleagues and volunteers Strong marketing skills and knowledge Able to establish trust, credibility and buy in from a diverse range of stakeholders Innovative and creative – recognising opportunities and	

	<p>effectively making the case for internal buy in and roll out</p> <p>Excellent time management skills: ability to work to tight deadlines, prioritise own workload and direct the work of others</p> <p>Digital skills: adept at using mobile and online giving technologies to support income generation and supporter experience</p>	
Personal attributes	<p>Self- sufficient and able to work independently to achieve strategic goals</p> <p>Resilient with the ability to handle and de-escalate challenging situations</p> <p>Professional – act with integrity at all times</p>	A strong interest and commitment to animal welfare
Additional relevant criteria	<p>Full driving licence</p> <p>Flexible - willingness to work occasional weekends, evenings and public holidays</p>	Access to own car