



Job Description

Post:	Individual Giving Officer
Location:	Hybrid – HQ in Dunfermline, with a blend of home working
Reports to:	Individual Giving Manager
Contacts:	Supporter Experience Manager, Digital Income Manager, Marketing & Digital Engagement Manager and Senior External Communications Manager

Purpose of the Role:

To support the planning, project management and delivery of a full programme of Individual Giving acquisition campaigns and appeals to optimise response rates and lifetime value potential of donors and members.

Working closely with the Data & Insights Manager you'll gather and interpret the necessary insights to support campaign and appeal planning and will work closely with Marketing colleagues to ensure the delivery of campaigns and appeals across multiple channels.

Key Responsibilities:

- Model the Society's values - Commitment, Compassionate, Professional and Expert - in your leadership approach to drive a high performing culture, high employee and volunteer engagement through effective communication, and by giving and receiving regular feedback
- Work closely with colleagues and partners to deliver and monitor an effective Individual Giving plans and programmes, including:
 - Membership acquisition activities, including supporting the management of third-party acquisition agencies
 - Campaigns and appeals, including urgent or emergency appeals
- Responsible for monitoring and tracking related expenditure
- Provide support to the Supporter Experience Manager and Stewardship Officer to design and implement appropriate and effective supporter journeys for new members and supporters
- Work closely with the Data & Insights Manager to ensure campaigns and appeals are insight-led.
- Support the Marketing and Communications team to develop and optimise campaigns and appeals.
- Work collaboratively on all Individual Giving products and propositions, ensuring alignment with brand and key messages
- Manage relevant relationships with partners and suppliers to ensure effective use of budget and alignment with strategic objectives.
- Adhere to all fundraising regulation and best practice guidance, identifying areas of development and contribute to the Fundraising Team's ongoing pursuit of excellence
- Develop relationships with Operations colleagues to support the collection of appropriate campaign, appeal and stewardship stories and content.

Person Specification: Individual Giving Officer

	Essential	Desirable
Education & qualifications	<ul style="list-style-type: none"> Ability to demonstrate competence in the role through education or experience 	A qualification in a marketing or fundraising related subject
Experience & job knowledge	<ul style="list-style-type: none"> Able to demonstrate the knowledge and actions required for delivery of sustainable income generating programmes An understanding of the role of digital technologies, brand, marketing and audience segmentation to inform and influence income growth and encourage retention 	<p>Experience of using an industry standard database</p> <p>Experience in managing high performing fundraising teams</p>
Job related skills / competencies	<ul style="list-style-type: none"> Excellent verbal and written communication skills, including developing effective and compelling copy and case for support Ability to build effective relationships both internally and externally Attention to detail Ability to prioritise own workload and direct the work of others Excellent knowledge of MS Office 	
Personal attributes	<ul style="list-style-type: none"> Team player Manage own time efficiently Act with professional integrity 	A strong interest in and commitment to animal welfare
Additional relevant criteria	<ul style="list-style-type: none"> Full driving licence Willingness to work very occasional weekends, evenings and public holidays 	