



Job Description

Job title:	Individual Giving Lead – Acquisition and Stewardship (Part or Full Time Considered)
Reports to:	Head of Individual Giving and Supporter Engagement
Working closely with:	Membership Administration Manager Supporter Engagement Manager Head of Brand and Marketing Communications CRM Manager Digital Marketing Manager

1. Main purpose of job

You will lead on the marketing, delivery, development, and stewardship of EAAA's Regular Giving and Appeals programmes, and the managing of direct marketing acquisition and retention campaigns in relation to them. Developing existing activity, marketing channels and audiences, at the same time as identifying and developing exciting propositions targeted at new and existing audiences.

Through your effective recruitment, retention, and engagement plans, you will ensure that our donors maximise their fundraising potential and have a great experience supporting EAAA.

Main duties/responsibilities

- Lead on the development and delivery of innovative and effective individual giving/appeal propositions and marketing plans for our individual and regular giving products, across digital, print and other traditional direct marketing channels.
- Be responsible for the Individual and Regular Giving elements of the overall Individual Giving and Supporter Engagement budget. Working in conjunction with the Head of Individual Giving and Supporter Engagement and Membership Team Manager. Taking proactive steps to address any shortfalls/overspends in income or capitalise on opportunities, to ensure you achieve budget.
- Work with the Head of Individual Giving and Supporter Engagement to set and deliver on agreed personal and product based KPIs, proactively reporting back on progress against targets and addressing areas that need developing. To make recommendations and take action for any activity that is under or over performing in a timely manner.
- Support the Membership Team Manager in the daily management of the key relationship with our canvassing agency (Tower Lotteries) monitor and track performance including attrition and acquisition, identifying, and delivering training needs and service improvements with regards to our Regular Giving products.
- Develop and deliver innovative and effective supporter journeys, products and propositions

including face to face, digital, and other traditional direct marketing channels for the regular giving product and direct marketing appeals.

- Be a part of the team to deliver an excellent supporter journey alongside the Individual Giving and Supporter Engagement team colleagues, CRM Manager, and wider Fundraising colleagues, to create effective and engaging supporter journeys for all EAAA donors.
- Work with the Digital Marketing Manager and wider Marketing Communications team to develop a comprehensive digital strategy to support existing and planned direct marketing activities including social media.
- Manage the relationship with our direct marketing agencies, telephone calling and fulfilment houses, to monitor and report on performance and to ensure a cohesive, coordinated, supporter-centric approach.
- Ensure all activity, policy and procedures are compliant with all relevant legislation (including Fundraising Regulator, UK Charity Law and Data Protection Act). Make recommendations for updates and developments of new process and procedures as required.
- Work with internal teams, particularly the Marketing Communications Team, to develop mailing collateral for all direct marketing activities to promote EAAA appeals and Regular Giving campaigns.
- Liaison with the Membership and Procurement Administrator to support the use of merchandise in direct marketing activities as appropriate.
- Work with the Membership Team Manager and Supporter Engagement Manager, review and monitor all complaints in relation to Regular Giving products and initiate and own learnings.
- Be responsible for collecting and managing Gift Aid declarations in relation to appeals and regular giving products, working with the Finance Team to enable timely Gift Aid claims.

2. General duties/responsibilities

- From time to time, the post holder may be required to work at any of the Charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
- Staff will actively promote the Charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.
- All employees have a responsibility for protecting, safeguarding and promoting the welfare of children and vulnerable adults.
- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Staff should uphold and demonstrate the Charity's values (Respectfulness, Accountability, Integrity, Support, Evolution).

- All staff should be aware of their responsibilities to protect the reputation of the charity e.g. social media and behaviour.
- Reporting incidents via the Datix system as part of an open and fair culture.
- Staff should be willing to undertake any activity as deemed appropriate by the charity that is in line with skills, experience and knowledge.

3. Person specification

Education and qualifications	
Essential	Desirable
Marketing, Fundraising or other relevant higher-level qualification, or equivalent experience	CIM, IDM or IoF
Experience	
Essential	Desirable
Demonstrable track record in delivering marketing campaigns or fundraising appeals	Working in a marketing and/or fundraising environment
Effective supplier liaison and management	Managing Regular Giving products
Budget management & financial reporting	Managing Gift Aid application collection, storage and claims
Knowledge and skills	
Essential	Desirable
Strong campaign management skills including campaign planning	Fundraising Appeal marketing (e.g. Urgent or Emergency appeals asking for restricted funding)
Digital marketing skills	AdWords and Social Media, VoD etc
Confident using a CRM system	Statistical analysis, understanding of minimum sample sizes etc
Experience in direct marketing environment	Direct marketing in a fundraising environment
Proof reading, eye for detail	Design and/or copywriting
Strong understanding of Data Protection and GDPR	Presentation/training skills
Understanding of customer/supporter journeys and planning/delivery	
Production of campaign and financial management reports	
Excellent MS Office skills	
Full driving licence and access to a vehicle	