

## Job description

### Individual Giving Officer

<b>Reporting to:</b>	Supporter Retention Manager
<b>Staff responsibility:</b>	N/A
<b>Salary:</b>	£28,000 – £29,000 per annum including London weighting Contributory pension scheme
<b>Location:</b>	Flexible location but with the requirement to be in our London office at least once a week
<b>Holiday entitlement:</b>	25 days plus three discretionary days between Christmas and New Year and statutory holidays
<b>Terms and conditions:</b>	Full time, 35 hours a week. The post holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy

## About Bowel Cancer UK

Bowel Cancer UK is the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We employ around 60 staff based in England, Scotland, Wales and Northern Ireland.

## Job summary

The Individual Giving Officer will work with the Supporter Retention Manager to provide an exceptional level of stewardship to donors.

The role will work to increase income from a diverse range of products including our online shop, Facebook fundraising, funeral collections, and individual gifts. Excellent communication skills, attention to detail, empathy for those affected by bowel cancer, and a desire to show the impact of donations are all essential. You'll also be a team player and capable of organising and managing a busy workload.

## **Main responsibilities**

- Grow the number of In Memory collections by promoting them on our website and to Funeral Directors to encourage future collections
- To oversee the fulfilment of merchandise orders and ensure that we deliver a good customer experience
- Work with the Supporter Retention Manager to research new items for our shop, liaising with suppliers to obtain high quality items at cost-effective prices
- Manage the relationship with payroll giving fundraising organisations to ensure we recruit high levels of donors and maintain payroll giving income
- Oversee our Celebration Fundraising (primarily through Facebook), promoting it as a way to support us and engaging with fundraisers through the Give Panel platform
- Create and monitor email journeys that show supporters the impact of their giving and provide new ways to support in the future

## **Other duties**

- Ensure that the use of Raisers Edge for Public Fundraising is effective, accurate and consistent
- Set up queries and produce reports to monitor supporter numbers and fundraising income as required
- Support the rest of the Individual Giving and wider Fundraising team at events and providing cover when necessary
- Undertake any other duties as required by the Supporter Retention Manager, Head of Public Fundraising and the Director of Fundraising where needed.
- To keep up to date with changes in legislation and new developments in the sector and to network with other direct marketing professionals

## **Person specification**

### **Qualifications and experience**

- Experience in fundraising, preferably Individual Giving (desirable)
- Experience of using supporter/customer care databases to manage work and keep accurate records
- Experience of producing creative copy e.g. newsletters, mailings, or for the web and social media
- Experience of working with In Memory donors (desirable)

## **Knowledge, skills and abilities**

- Excellent copywriting skills to inspire and engage donors
- Numerate with proven analytical skills
- Knowledge of all Microsoft packages including Word, Excel, Teams and Outlook
- Good digital skills and the ability to pick up new systems quickly
- Ability to work under pressure, manage time effectively and be able to prioritise workload
- Excellent attention to detail and methodical approach to tasks
- Ability to work collaboratively with colleagues from across the charity and contribute ideas to team planning and discussion sessions
- Knowledge of Gift Aid and GDPR guidance
- An understanding of what makes a good supporter journey

## **Personal qualities**

- Strong written and verbal communication skills and the ability to work with people at all levels
- An eye for detail, able to proof-read and ensure accuracy of data and complex information
- Self-sufficient and happy to initiate, implement and complete tasks with minimal supervision
- Understanding of and commitment to the values, aims and objectives of the charity
- A commitment to equal opportunities and anti-discriminatory practice