

Senior Individual Giving Officer

The Senior Individual Giving Officer sits within the Public Fundraising Team alongside the Community & Events Fundraising Team.

Line manager	Head of Public Fundraising
Manages	n/a
Salary	£28k
Location	London
Hours a week	35 Hours a week.

Summary / Overall purpose

Responsible for developing and delivering individual supporter recruitment, retention and development plans that grow the donor base. This role will develop, and project manage a range of projects and campaigns to increase donors, with a particular focus on growing regular giving.

Key responsibilities

- Project manage the annual plans of Individual Giving activities that grow our supporter base and income
- Ensure that activities are delivered to budget, performance is effectively tracked, and risks and opportunities are flagged and acted upon
- Provide outstanding stewardship of our supporters, developing a supporter journey that grows their connection to Cure Parkinson's
- Work with the Head of Public Fundraising to review processes for Individual Giving, providing recommendations that improve and enhance the programme
- Develop audience insight-led initiatives and ideas designed to improve experience, grow engagement and increase donations
- Develop an appeals programme delivering campaigns throughout the year to a warm audience, cultivating engagement with donors, and growing appeal income
- Grow donations from warm audiences by implementing a programme of activity to minimise attrition, reactivate lapsed supporters, grow support and offer other ways to support the charity

- Develop a regular giving programme that inspires new and current donors to take up regular giving
- Utilise data and insight to evaluate performance, report on campaigns and provide learnings for future activities
- Be the voice of the individual donor at Cure Parkinson's, identifying and sharing insight, learnings, and opportunities
- Manage freelancers and volunteers, as required

THINGS WE ALL DO

- Support CP events and activities as required, which will include occasional evening and weekend work
- Be an effective ambassador for the charity
- Develop an in-depth understanding of our work
- Take on other reasonable tasks, as required

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder

Hours of work and holidays:

This is a full-time role. However, it should be noted that some events will take place over weekends and Bank Holidays when your presence will be required, which will be compensated with time in lieu. We give 28 days' holiday three of which must be taken over Christmas, plus bank holidays.

Pension scheme:

After three months you will be entitled to join CP's auto-enrolment pension scheme to which the charity contributes 3%.

Location:

Cure Parkinson's, 120 New Cavendish St, London, W1W 6XX

Diversity:

CP recognises the importance of diversity and encourages people from any background to apply for this role, provided they have suitable experience and ability as indicated in this specification.

NB. CP "assessment for recruitment requirements and competencies" follows.

PERSON SPECIFICATION

Assessment for recruitment requirements and competencies

JOB TITLE Senior Individual Giving Officer LINE MANAGER Head of Public Fundraising	
APTITUDES/ SKILLS/ABILITIES	ESSENTIAL(E) DESIRABLE (D)
Significant experience in direct marketing and Individual Giving and a proven track record in growing income in these areas	E
Good experience of building effective relationships with internal and external partners, including creative freelancers, media and external agencies	E
Effective team worker	E
Flexible approach to working conditions and working environment change	E
Ability to work on own initiative	E
Sensitivity to the cause and CP's research-based activity	E
Sense of humour, honest, empathetic, approachable and enthusiastic	D
Strong planning and organisational skills and an ability to manage a demanding workload, with a flexible and collaborative approach to work	E
A willingness to learn about Parkinson's and the research that CP funds. The ability to understand and convey technical or scientific information and communicating complex visions to non-scientific supporters	E
Committed to achieve Cure Parkinson's vision and values	E
Is willing and able to travel and attend weekend meetings/events and participate in some out of hours work	E
QUALIFICATIONS KNOWLEDGE AND EXPERIENCE	ESSENTIAL(E) DESIRABLE (D)
knowledge of the principles and methods of direct marketing and Individual Giving	E
Good understanding of the principles of relationship marketing and supporter care	E
Experience of using CRM fundraising software	D
Good knowledge of current data protection/GDPR regulation	D
Good problem-solving skills	E