

## Retina UK

### Job Description

#### Terms of employment

**Title:** Individual Giving Manager  
**Reports to:** Head of Fundraising  
**Hours:** Full time - 35 hours per week (open to discussing part time)  
**Salary:** £35,000  
**Location:** Buckingham head office with significant flexibility for remote working

#### About the Charity:

Retina UK occupies a unique position in the fight against inherited sight loss. We specialise in funding cutting edge research into inherited retinal conditions and offer dedicated support and information to the thousands of people living with these conditions.

#### Our values

These values represent how we behave and work together:

**Approachable:** We are respectful, caring and considerate

**Honourable:** We are open, professional and act with integrity

**Collaborative:** We value all those who support us

**Ambitious:** We are innovative, passionate and always do our best.

#### The Fundraising Team

Our friendly, passionate and skilled team consists of a Head of Fundraising, Community & Events Fundraising Manager, Trusts & Major Gifts Officer and Corporate Partnerships Officer.

#### Job purpose

To raise income and achieve set financial targets for a range of individual giving income streams, namely membership, regular giving, individual giving, in memory giving, appeals and prize draw.

To plan, produce, test and implement a full range of supporter recruitment, development and retention techniques, using both online and traditional media.

To plan and implement a number of fundraising appeals across the year, including our prize draw and regular giving programme, maximising income from our current supporters.

To implement compelling supporter journeys and excellent levels of stewardship, inspiring our supporters to donate and effectively communicating the impact of their contributions.

## **Main duties and responsibilities**

To deliver and grow Retina UK's individual giving income streams, namely membership, regular giving, individual giving, in memory giving, appeals and prize draw by:

### **Individual giving strategy and development**

- Developing and delivering a three year strategy in order to grow income, ensuring that this is sustainable for the future
- Researching, developing and delivering new approaches and opportunities to grow income from individual giving – this could include cold donor acquisition campaigns, regular giving uplift campaigns, imaginative stewardship communications, and a bold and creative approach to our existing appeals schedule
- Planning and delivering a successful programme of appeals across the year to maximise income from existing supporters
- Setting (in conjunction with the Head of Fundraising) and achieving financial targets for our individual giving streams, which consist of individuals (unsolicited and low to mid-level gifts, including online), membership (maintenance and stewardship of existing members only – no new recruitment), regular giving, in memory, appeals and prize draw

### **Supporter stewardship and communications**

- Working with the Development Manager to implement compelling supporter journeys for donors
- Ensuring that a highly efficient thanking process is in place, regularly updating a suite of good quality letter templates that effectively communicate the value of our donors' contributions
- Delivering excellent supporter care to individuals enquiring via the fundraising@ email address, passing other queries onto colleagues as appropriate
- Working with the Communications Manager to write and disseminate other communications to convey impact and improve supporter retention and engagement
- Working with the Communications Manager to write and develop supporter-focused content for all channels, including social media, website and regular electronic and hard-copy newsletters
- Ensuring that the donation page of our website, and any other pages relevant or individual donors, remain fit for purpose and are updated if required
- Carrying out monthly reviews of regular giving, including preparing reports of cancellations, lapsed agreements and reminders needed, working with the Admin Team to arrange appropriate communications

**Data analysis**

- Working with the Development Manager to ensure that the data we hold on individual supporters is fit for purpose and that all opportunities are being captured
- Analysing supporter data to assess the effectiveness of our communications, and segmenting it to maximise the impact of our appeals and campaigns

**Financial management**

- Managing the income and expenditure budgets for the membership, regular giving, individual giving, in memory giving, appeals and prize draw income streams
- Monitoring progress against budget and reforecasting as required.
- Analysing results and ROI of all activities, making sure that expenditure is being used effectively

**General**

- Maximising Gift Aid income, ensuring that this information is being captured and stored accurately
- Identifying and sharing leads with other members of the team – for example, potential major donors to be referred to the Trusts & Major Gifts Officer
- Being an enthusiastic and proactive member of the Fundraising Team, working collaboratively and positively within the team and with the wider organisation
- Any other duties as reasonably requested

## **PERSON SPECIFICATION: Individual Giving Manager**

**E = essential D = desirable**

### **Knowledge and experience**

Demonstrable experience of achieving income targets across a minimum of two annual cycles	<b>E</b>
Sound knowledge and understanding of individual giving, regular giving, in memory giving, appeals/campaigns and gift aid	<b>E</b>
A track record of planning and delivering successful fundraising appeals	<b>E</b>
A track record of achieving financial targets	<b>E</b>
Knowledge of the regulatory environment, including the Code of Fundraising Practice, the GDPR and Gambling Commission guidance	<b>E</b>
Experience of day to day oversight and development of a CRM/donor management database	<b>E</b>
Experience of developing and delivering an individual giving strategy	<b>D</b>

### **Skills**

IT literate and highly adept in the use of MS Office suite	<b>E</b>
Familiar with email, internet and social media	<b>E</b>
High standard of written and verbal English and grammar	<b>E</b>
Excellent creative writing skills	<b>E</b>
Excellent communication and interpersonal skills	<b>E</b>
Highly numerate	<b>E</b>
Research and analytical skills	<b>E</b>

### **Personal qualities**

Excellent communicator	<b>E</b>
An eye for detail and a flair for organisation	<b>E</b>
Creative and resourceful	<b>E</b>
Self motivated, personable and approachable	<b>E</b>
Ability to empathise with people with disabilities (particularly visual impairment)	<b>E</b>
Flexible and adaptable	<b>E</b>
Able to manage a busy workload and competing priorities	<b>E</b>

### **Commitment**

Empathy with Retina UK's aims and objectives	<b>E</b>
Willing to live Retina UK's values	<b>E</b>
Access to a car with full driving licence	<b>D</b>
Able to work in the evenings and weekends when necessary	<b>E</b>

Retina UK is an equal opportunities employer and we welcome applications from all suitably experienced persons regardless of their race, socio-economic backgrounds, gender, disability status, ethnicity, religion/faith, sexual orientation, or age.

This post may require a DBS check to be undertaken. Having a criminal record will not necessarily disqualify you from acquiring the post.

### **Other terms of employment and benefits**

Annual leave entitlement: 23 days plus public/bank holidays.

Entitlements are pro-rata for part-time employees. Then: After 2 full calendar years' service: 25 days. After 5 full calendar years' service: 28 days

Maternity, paternity, adoption, shared parental leave with pay in line with statutory entitlements in place from time to time

Other benefits

- i) Eye Test
- ii) An Employee Assistance Programme (which includes mental health and wellbeing support)
- iii) In addition, qualifying parents are entitled to parental bereavement leave and pay in line with statutory entitlements in place from time to time.
- iv) Dependent care leave – up to 5 days' leave in a 12 month period.

A workplace pension that meets or exceeds the government's requirements.

Sick leave:

During probationary period, Sick Pay entitlement is as specified in the relevant Statutory Sick Pay (SSP) Legislation.

On completion of probationary period up to one year of service, entitlement to Sick Pay is half pay for six weeks in aggregate in any rolling period of twelve months.

After one years' service, entitlement to Sick Pay is full pay for six weeks in aggregate in any rolling period of twelve months.

## **How to apply**

If you wish to apply, please submit your current CV and a cover letter by 5<sup>th</sup> January 2022 to [info@pollsymyondsonrecruitment.co.uk](mailto:info@pollsymyondsonrecruitment.co.uk)

When writing your cover letter, please ensure that you provide specific examples to demonstrate your competencies, achievements and skills addressing the specific criteria set out. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

If you would like an informal discussion with Polly Symondson (Polly Symondson Recruitment) to find out more about the role before submitting an application we encourage you to email: [info@pollsymyondsonrecruitment.co.uk](mailto:info@pollsymyondsonrecruitment.co.uk) or call 07971 098331.

PSR interviews will take place online on 6<sup>th</sup> January 2022

**Shortlisted candidates will be invited to a face-to-face/online (confirm) interview at Retina UK on 13<sup>th</sup> January 2022.**