



Position: Individual Giving Officer

Reporting to: Head of Fundraising

Direct Reports: None

Location: Homeworking, but must be able to travel into the London from time to time as required

Salary: £28,000 to £30,000 depending on experience

Hours of work: 35 hours a week

Benefits: 25 days holidays incl. Bank Holidays, Workplace company Pension and Group Life Assurance, Flexible working

About Dementia Carers Count:

Dementia Carers Count is a national charity that offers life-changing, practical, professional health and care support that families living with dementia. Our services are free and give family carers the opportunity to understand more about dementia, to connect with others in a similar situation and to look after themselves while navigating the highs and lows of caring for someone with dementia. Everything we do is developed closely with family carers and delivered by professionals, so we can offer services that genuinely help carers with their needs - wherever they are and whenever they need us.

Job Specification

To develop and deliver Dementia Carers Counts' Individual Giving programme.

Manage online and social media fundraising initiatives, including Facebook, Twitter, etc.

Increase the value and length of support from existing and new supporters across a range of in-person, print and digital channels.

Responsible for acquisition campaigns including direct mail appeals, face-to-face recruitment, and regular giving; retention campaigns including ongoing stewardship communications in collaboration with the Head of Fundraising and the Comms & Marketing Team.

Managing the legacy and gifts in memory programme to maximise memory giving and the supporter journey.

This post will suit candidates who are comfortable working closely with IT, digital communications, and fundraising platforms.

Job description

Strategy and planning

Work closely with the Director of Income Generation and the Head of Fundraising to support the implementation of the Individual Giving Fundraising Strategy

Develop and deliver an annual strategy for Individual Giving income generation including acquisition (cash appeals, regular giving, Facebook and digital fundraising, face-to-face/telemarketing, Payroll Giving, Online Shopping) and retention (cash appeals, support communications, stewardship journeys).

Contribute to the overall Individual Giving strategy and team development.

Develop and deliver a marketing campaign in collaboration with the Head of Fundraising and the Comms & Marketing team using digital, print and telephone channels; manage the annual programme of cash and regular giving appeals; ensure Individual content is effective and up to date on all DCC communication channels including website, social media and in print.

Design, deliver and continually improve stewardship journeys for new and existing supporters that increase average values and long-term support. Manage the production of support communication in collaboration with the Comms & Marketing Team, collating relevant content, coordinating design and incorporate a cash and regular giving ask.

Develop, deliver, and manage the legacy campaign. Managing the online will making relationship with FareWill, creating content to promote the legacy programme and manage and deliver an effective stewardship journey of legators.

Develop, deliver, and manage the Gifts in Memory programme. Promoting and developing relationships with supporters. Creating and maintaining a tribute funds campaign and manage subsequent naming and tribute opportunities. Managing and promoting the online tribute portal Muchloved including creating appropriate campaigns through the platform.

Produce regular reports on marketing, campaign, and stewardship performance. Monitoring objectives, analysing results against targets, and identifying trends and recommendations.

Build strong, long-term relationships with Individual Givers through regular telephone and face-to-face contact, communications, networking, written updates, and other feedback as appropriate.

Understanding organisational funding needs: research and understand the funding needs of the charity, including core funding, projects, and capital expenditure.

Develop and maintain excellent working relationships with a range of internal stakeholders. Identify opportunities to cross-sell Individual Giving campaigns across all existing audiences. Work closely with the Head of Fundraising and the rest of the fundraising team to deliver team objectives.

Help design and oversee effective processes for stewardship management and reporting, including the Thank You process, evaluations and reporting.

Use the charity's Salesforce database to manage all relationships (both individual and organisation), ensuring all records are kept up to date.

Work alongside the Community and Corporate fundraisers on all aspects of the income generation to harness the best possible value outcome.

Manage a continuous cycle of testing new channels and developing acquisition and retention for individual giving products (such as gaming and streaming), based on audience insight and sector trends.

Other Duties

To actively promote the core values of Dementia Carers Count whilst working towards achieving the strategic objectives of the charity, focusing on the impact of the departmental operational plan and people strategy.

To carry out any other duties within the general scope of the post as directed by the Director of Income Generation and the Head of Fundraising.

To provide support to other members of the fundraising team as necessary.

Act as an ambassador for fundraising and build awareness of the benefits of fundraising for Dementia Carers Count and the people we help.

To represent the Fundraising Team and the charity at events as and when required. This will also involve accepting cheques and giving presentations on behalf of the charity. As many activities are held on evenings and weekends the post will involve some unsocial hours.

Ensure the health and safety of participants and volunteers at Dementia Carers Count fundraising events and activities

Targets and budgets

Analyse income and expenditure on a monthly basis, reporting on variances and forecasting future results.

Achieve agreed income targets and return on investment

Data, reporting and administration

Record data accurately using the Salesforce database

Produce reports and supply data as required

Respond to enquiries made by phone, post and email

Acknowledge gifts appropriately; write effective thank you letters and share these with colleagues

Adhere to all relevant financial procedures

Communications

Work alongside the Comms and Marketing team to promote Individual Giving Campaigns, acknowledge gifts as agreed with donors on social media, website as appropriate.

Provide content for Dementia Carers Count communications channels, e.g., newsletters, e-newsletters, and social media

Contribute to the creation of fundraising materials and resources for use regionally or nationally, as required

Work with supporters to raise awareness of Dementia Carers Count and the cause of dementia carers

Miscellaneous

Provide support for other aspects of the work of Dementia Carers Count's fundraising team at busy times

Carry out other tasks consistent with the general remit of the post

About you

The following criteria will be used in selecting a candidate:

Essential / Desirable

	Essential	Desirable
Skills, ability, knowledge		
Experience of income generation from direct marketing campaigns (acquisition and/or retention) across a variety of offline and digital channels.	✓	
Fully computer literate with excellent PC skills including word processing and spreadsheets	✓	
Experience of creating promotional materials and reports using MS Office		✓
Experience of project management to deliver acquisition or retention campaigns within agreed timescales and budgets	✓	
Experience of setting, managing, and delivering against budgets, reporting on results and reforecasting.	✓	

Ability to develop and review effective campaign copy writing and design in print and on digital channels	✓	
Experience of using databases for targeting, segmentation, testing and response analysis and how to apply these learnings to future campaigns		✓
Experience of developing and delivering effective stewardship journeys for multiple audiences.		
Knowledge of Charity Law, Data Protection, Fundraising Code of Practice, and other relevant marketing or fundraising standards across the UK		✓
Ability to self-organise, prioritise and meet deadlines	✓	
Ability to work under pressure while paying attention to accuracy and detail	✓	
Ability to analyse problems and develop solutions	✓	
Demonstrable organisational skills	✓	
Demonstrable interpersonal and relationship building skills	✓	
Ability to inspire and motivate supporters		✓
Dynamic, self-motivated person who has the ability to work unsupervised whilst also being a team player	✓	
Ability to communicate effectively and influentially with a range of stakeholders verbally and in writing	✓	
Strong presentation skills	✓	
Ability to monitor budget and keep accurate financial records	✓	
Experience of working with volunteers		✓
Experience of issuing press releases and other communications channels		✓
Knowledge of using fundraising databases	✓	
Knowledge of Salesforce		✓
Experience of working in a charity shop		✓
Personal qualities		
Creative approach		✓
Professional and friendly approach to supporters and volunteers	✓	

Enthusiastic with a positive attitude	✓	
Empathetic to the aims and values of Dementia Carers Count	✓	
Flexible to work occasional unsocial hours including evenings and weekends	✓	
Flexible in approach	✓	
Knowledge of regional and local grant and fundraising opportunities		✓
Qualifications/Experience		
Experience of Individual Giving fundraising	✓	
Fundraising qualification		✓
Full and valid driving licence and access to a vehicle during working time	✓	
Member of Institute of Fundraising		✓