



<b>Job Title</b>	Fundraising Executive – Individual Giving
<b>Salary</b>	£30,200 per annum (£34,730 with London weighting) plus benefits
<b>Location</b>	Hybrid working, minimum of 2 days in a JP centre (Liverpool, London or Newcastle)
<b>Reports to</b>	Fundraising Manager, Trusts and Statutory
<b>Responsible for</b>	No direct reports

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### **Role Purpose**

The postholder for this role will lead and deliver projects for the retention and development of individual donors and supporters including challenge events, regular giving, digital campaigns, appeals, in-memoriam, and legacies to help raise the money required to meet the charity's ambitions.

The postholder will develop and maintain both internal and external contacts and will need a thorough understanding of the work of James' Place.

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### **Principal Accountabilities**

#### **Individual Giving – 60%**

- Plan, implement and evaluate digital and off-line supporter journeys from individual giving audiences, including challenge events, regular giving, digital campaigns, appeals, in-memoriam and legacies.
- Lead on the production of key supporter engagement pieces, including supporter newsletters, including curating the content, copywriting, data as well as liaising with the mailing house, and graphic designer.
- Work closely with teams across the organisation (including Communications) to develop inspiring and targeted content and communications that increase engagement and lifetime value of supporters.
- Monitor Key Performance Indicators (KPIs) to evaluate the success of supporter journeys.
- Be the key point of contact for individual supporters, ensuring that all supporters have a positive experience.
- Lead on all aspects of supporter acquisition through digital and telephone channels, to recruit new cash and regular givers ensuring that all campaigns are delivered on time, on budget and meet the campaign KPIs.
- Responsible for the end-to-end management of acquisition campaigns, briefing internal and external stakeholders and suppliers, to developing creative, and monitoring results and evaluating performance.
- Record keeping and fundraising administration for individual giving areas.

- Work closely with teams across the organisation (including Communications) to help to develop new fundraising products and events and market them.
- Ensure the CRM database is kept up to date and generate high quality reports across all individual giving income streams.

#### **Fundraising events – 20%**

- Support a range of challenge fundraisers along their fundraising/supporter journey for the charity. This includes providing branded materials including t-shirts and liaising with the communications team to promote the challenge fundraisers activities across wider communications channels including social media.

#### **Legacies (Gifts in Wills) - 10%**

- To be responsible for the day-to-day administration of legacies and answer letters and enquires from solicitors and lay executives in connection with potential and actual bequests to James' Place.
- To design, develop and fulfil marketing plans and campaigns for legacies to grow legacy enquiries and pledgers.
- Ensure effective data management and compliance with data protection legislation, ensuring all actions, relationships and communications are logged on the CRM.

#### **Other – 10%**

- Organise and take part in strategy and planning meetings with other members of the fundraising and communications team and the wider charity as required.
- Attend and support the charity's events as required.

#### **Work in the wider charity:**

- Always represent James' Place with respect and in line with our values.
- Work with the team to build our understanding of men in suicidal crisis and how suicidal behaviour develops.
- Recognise the value of review and evaluation and contribute to the on-going development of James' Place as a respected, effective, and sustainable charity.
- Undertake any other duties as required in pursuit of organisational success, based around delivery of the organisational business plan.

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### **Job knowledge, Skills & Experience**

#### **Essential**

- Demonstrable experience in an individual giving role in the charity sector
- Excellent campaign management and planning skills
- Strong written communication skills and experience of writing compelling and engaging copy
- Good understanding of digital marketing and social media
- Strong analytical skills and attention to detail
- Effective verbal communication and interpersonal skills

- Strong relationship building and networking skills
- Ability to research, analyse and interpret data and information.
- Excellent experience of using CRM databases.
- Proactive and uses own initiative
- Proven experience of delivering and achieving or exceeding objectives
- Passion for and experience in the charity sector
- Knowledge and understanding of GDPR and compliance
- Office administrative experience including the proficient use of a range of computer packages including Microsoft Office (Word, Excel and PowerPoint).
- Able to manage competing priorities

**Desirable**

- Knowledge of the fundraising regulatory framework in the voluntary sector