

## Job Description

**Job Title:** Individual Giving Manager

**Responsible to:** Senior Individual Giving Manager

### Job Purpose:

To plan, deliver and evaluate an ambitious and effective Individual Giving programme. You will help maximise supporter retention and development opportunities whilst ensuring long-term growth for Acorns.

To manage the delivery of the warm Individual Giving programme including cash appeals, raffles, newsletters, regular giving, and product development. To manage the stewardship of supporters through proactive and effective data management, delivering excellent supporter experience through targeted supporter journeys.

To develop, deliver and proactively manage campaign plans, budgets, and reports for senior stakeholders.

### Main Duties:

#### Income Generation

- > To plan, deliver and evaluate targeted and cost-effective direct marketing campaigns (to include cash appeals, raffles and supporter newsletters). You will be responsible for maximising income from the programme and ensuring the best possible supporter experience.
- > To manage effective Direct Debit retention and reactivation campaigns to ensure the best results and return on investment for Acorns. You will work in liaison with the team and any agencies/suppliers to make programme improvements.
- > To develop and manage supporter focused products for warm audiences to maximise income generation.
- > To be confident developing and shaping engaging and emotive campaigns (direct mail, emails, newsletters, and other promotional materials) with experience of copywriting and campaign management.
- > To brief, train and manage external agencies where appropriate and in partnership with the team. Ensure projects are run to brief, within budget and to schedule.
- > To work in close liaison with the Individual Giving Acquisition Manager and Individual Giving Officer to ensure supporters have the best experience and transition through from cold recruitment channels to the warm programme.

#### Budgets and Reporting

- > To continually evaluate activity and produce detailed end of campaign reports, ensuring key learnings and insights are fed into planning of future activity and budgets as appropriate.
- > To manage income and expenditure budgets across campaigns and programmes for which you are responsible.

- > Adhere to the charity's financial systems.

### Data, Insight and Analysis

- > To work closely with the Data & Insight team, providing in-depth data briefs for specific campaigns as well as for data analysis. Interpreting campaign results in order to make recommendations on future strategy and targeting.
- > To identify and make recommendations for improving retention rates and lifetime value through data analysis, ensuring a greater return on investment and better supporter experience.

### Relationship Building

- > To work with the wider department to maximise income from a variety of print and digital channels (Digital, Marketing, PR, Retail), providing comprehensive briefs where appropriate.
- > To work closely with external agencies, suppliers, and freelancers to ensure the best quality of work for Acorns and the best return on investment. Brief in projects accurately and with meticulously planning to hit targets and timescales.
- > To work closely with the Marcomms team, ensuring effective case studies, photography, statistics, and organisational information are briefed and available in time for campaigns and that all communications are in line with the Acorns brand.

### Supporter Journeys

- > To develop and manage the supporter journeys for specified audiences and work closely with the Donor Experience team to enhance supporter experience.
- > To ensure clear and effective thank you and welcome processes are in place for all audiences for which you are responsible.
- > To be responsible for developing the Mid-Value Donor audience creating tailored communications and supporter journeys which maximise income and engagement from this key audience.
- > To work in liaison with the Major Donor team to identify prospects.

### Infection Prevention and Control

All Employees and Volunteers of Acorns will be expected to follow all infection prevention and control policies and procedures to ensure a safe and healthy environment. This includes maintaining best hygiene practices, using personal protective equipment (PPE) as required, and adhering to safety protocols to minimise the risk of infection. It everybody's responsibility to promote a clean and safe environment for staff, children, young people and their families.

### Health and Safety

All Employees and Volunteers of Acorns are required to comply with all health and safety policies and procedures in accordance with the Health and Safety at Work Act 1974. This includes taking reasonable care of their own health and safety, as well as that of others who may be affected by their actions. The role involves using personal protective equipment (PPE) when necessary, following established safety protocols, reporting hazards or unsafe conditions, and participating in health and safety training. All Employees and Volunteers of Acorns must actively contribute to maintaining a safe and healthy environment and cooperate with the employer to ensure compliance with relevant health and safety



legislation.

### Environmental sustainability

All Employees and Volunteers of Acorns are required to support in minimising environmental impact wherever possible, including recycling, switching off lights, computers, monitors and equipment when not in use. Helping to reduce paper waste by minimising printing/copying and reducing water usage, reporting faults and heating/cooling concerns promptly and minimising travel. Where the role includes the ordering and use of supplies or equipment the post holder will consider the environmental impact of purchases.

### Safeguarding

Acorns is committed to safeguarding and promoting the welfare of children and adults and expects all staff and volunteers to share this commitment. It is the responsibility of all staff to always safeguard and protect children and adults at risk, staff must report any concerns as per safeguarding policies and procedures which are available on Acorns internal systems. Every staff member must undertake regular mandatory safeguarding training at a level relevant to their role.

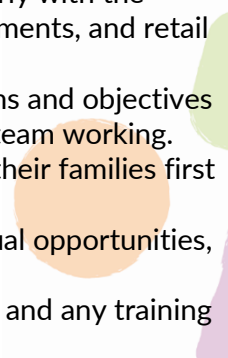
### Data Protection and Confidentiality

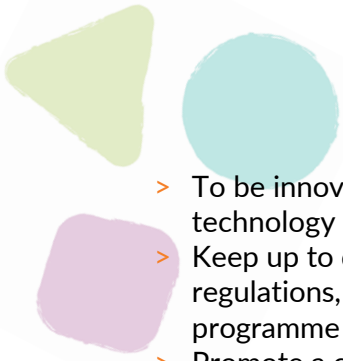
All Employees and Volunteers of Acorns are required to comply with all relevant data protection laws, including the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). This includes ensuring the confidentiality, integrity, and security of personal and sensitive information. All Employees and Volunteers of Acorns must handle all data in accordance with organisational policies and procedures, ensuring it is only used for its intended purpose and is not disclosed to unauthorised individuals. The role may involve safeguarding personal data, reporting any data breaches, and always maintaining strict confidentiality to protect both individuals' privacy and the organisation's legal obligations.

### Equality, Inclusivity and Diversity

All Employees and Volunteers of Acorns are required to promote and uphold the principles of equality, inclusivity, and diversity in all aspects of their work. This includes ensuring that all individuals are treated with respect and fairness, regardless of their race, gender, age, disability, sexual orientation, religion, or any other characteristic protected by law. All Employees and Volunteers of Acorns must comply with relevant legislation, including the Equality Act 2010, and contribute to creating an inclusive environment that values diverse perspectives. The role involves actively challenging discrimination and bias and supporting the organisation's commitment to providing equal opportunities for all.

### Other Duties:

- > Develop effective working relationships across the organisation, particularly with the hospices, care teams, family teams, care and fundraising volunteer departments, and retail managers.
  - > To act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
  - > To put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
  - > To ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
  - > To actively participate in a performance and development review process and any training and development identified to further enhance your role with Acorns.
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- > To be innovative, commit to continuous learning, researching new ideas, monitoring new technology advancements, sharing good practice across the team and colleagues.
  - > Keep up to date with new developments, Fundraising Code of Practice, GDPR, Gift Aid regulations, best practice and trends within Individual Giving, using this to inform ongoing programme development and operational planning.
  - > Promote a coaching culture within Acorns.
  - > Work outside normal hours to fulfil the needs of the charity, as required and at the discretion of your line manager.
  - > To carry out any other reasonable duty as requested by your line manager.

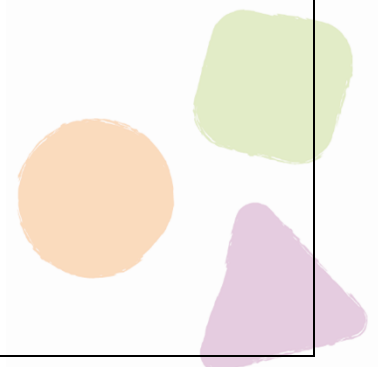
Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.





## Person Specification: Individual Giving Manager

|                             | Essential   | Desirable  |
|-----------------------------|---|--|
| <b>Qualifications</b>       | <ul style="list-style-type: none"> <li>&gt; A good level of education and digital confidence and capability.</li> </ul>   | <ul style="list-style-type: none"> <li>&gt; Institute of Fundraising qualification/certificate or similar.</li> <li>&gt; Willingness to undertake training opportunities.</li> </ul>   |
| <b>Experience</b>           | <ul style="list-style-type: none"> <li>&gt; Demonstrable experience of working in a Marketing or Fundraising environment.</li> <li>&gt; Knowledge of regulatory environment for fundraising from individuals including data protection, Gift Aid and fundraising codes of practice and regulation</li> <li>&gt; Experience of project management, including budget management.</li> <li>&gt; Experience of and resilience to meeting targets and KPIs.</li> <li>&gt; Experience of working with data for marketing and analysis purposes.</li> <li>&gt; Track record of successfully managing and developing relationships with individual supporters, customers or clients.</li> <li>&gt; Experience of delivering presentations or public speaking.</li> <li>&gt; Experience of running a multi-channel appeal/campaign programme</li> <li>&gt; Creating supporter/customer journeys to maximise retention and income</li> <li>&gt; Campaign planning, reporting, and analysis</li> <li>&gt; Managing relationships with external suppliers and agencies</li> </ul> | <ul style="list-style-type: none"> <li>&gt; Experience using Donorfy or a similar CRM database.</li> <li>&gt; Experience of developing supporter acquisition plans</li> <li>&gt; Experience of developing delivering and monitoring an annual fundraising / sales / marketing plan.</li> <li>&gt; Experience of managing supporter recruitment campaigns.</li> <li>&gt; Employee management experience of both individuals and teams</li> <li>&gt; Experience of working with printers or/and mailing houses.</li> </ul> |
| <b>Knowledge</b>            | <ul style="list-style-type: none"> <li>&gt; A good level of knowledge and understanding of relationship marketing.</li> <li>&gt; Basic knowledge of fundraising as an academic discipline.</li> <li>&gt; Knowledge of data segmentation and how to utilize data to maximise income</li> <li>&gt; Knowledge of how to create communications to varying audience segments.</li> </ul>   | <ul style="list-style-type: none"> <li>&gt; Knowledge and understanding of the charity sector.</li> </ul>  |
| <b>Skills and Abilities</b> | <ul style="list-style-type: none"> <li>&gt; Ability to communicate effectively, empathetically, concisely and confidently on the telephone, in writing and in person to a wide and varied audience.</li> <li>&gt; Ability to write and help shape effective and engaging copy.</li> <li>&gt; Planning and budgeting skills.</li> <li>&gt; Project management skills.</li> <li>&gt; Excellent administrative and organisational skills.</li> <li>&gt; IT Skills in MS office including Word, Outlook, Excel &amp; PowerPoint.</li> <li>&gt; Self-motivated in order to achieve objectives; ability to prioritise own workload and resilience to hit deadlines.</li> <li>&gt; Ability to work independently and as part of a team.</li> <li>&gt; 'Can do' attitude – a natural problem solver with an instinctive ability to foster positivity and creativity within teams.</li> <li>&gt; Ability to understand, exhibit and implement excellent customer care attitude and behaviour, therefore committed to building good internal and</li> </ul>                     | <ul style="list-style-type: none"> <li>&gt; Creative approach to problem solving.</li> <li>&gt; Experience of working for a charity.</li> <li>&gt; Influencing and networking skills.</li> <li>&gt; Coaching or/and Mentoring Skills.</li> </ul>   |



|                   | Essential   | Desirable   |
|-------------------|---|---|
|                   | <p>external relationships, both with employees and supporters.</p> <ul style="list-style-type: none"> <li>&gt; Committed to the highest standard of customer care.</li> <li>&gt; Ability to manage several projects and their timelines to ensure campaigns are delivered in time and to budget.</li> </ul>   |   |
| <b>Other</b>      | <ul style="list-style-type: none"> <li>&gt; Willingness to work outside agreed hours as and when requested.</li> <li>&gt; Willingness to train and learn new skills.</li> <li>&gt; Ability to travel independently throughout the organisation.</li> <li>&gt; Commitment to equal opportunities.</li> <li>&gt; Ability to be flexible and cover team colleagues</li> </ul>  | <ul style="list-style-type: none"> <li>&gt; Empathy with Acorns aims and objectives.</li> </ul> |
| <b>Behaviours</b> | <ul style="list-style-type: none"> <li>&gt; Build collaborative relationships across the organisation, creating a culture of cross function working.</li> <li>&gt; Positive, enthusiastic approach &amp; can-do attitude.</li> <li>&gt; Curious, always seeking to understand and improve experience of customers.</li> <li>&gt; Open to change and continuous improvement.</li> <li>&gt; Innovative mindset and passionate about learning.</li> <li>&gt; Commitment to the Acorns strategy &amp; its success.</li> <li>&gt; Driven in your approach to strive for excellence and build lasting partnerships for Acorns.</li> </ul> |   |



## Terms and Conditions of Employment

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|------------------------|--|
| <b>Job Title:</b>      | Individual Giving Manager  |
| <b>Responsible To:</b> | Senior Individual Giving Manager   |
| <b>Location:</b>       | Nearest Acorns Hospice (Birmingham, Walsall or Worcester)  |
| <b>Salary:</b>         | £40,000 per annum  |
| <b>Notice:</b>         | 12 weeks   |
| <b>Hours:</b>          | 37.5 hours per week  |
| <b>Holidays:</b>       | 27 days plus statutory bank holidays   |
| <b>Pension:</b>        | Contribution to Group Personal Pension Plan or NHS Pension Scheme (if already in scheme).            |
| <b>Life Assurance:</b> | Acorns Group Life Assurance Scheme or NHS Pension Scheme Life Assurance cover (if already in scheme) |

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.