



Job Description: Individual Giving and Legacy Marketing Manager

Hours: Part-time (21 hours)

Location: There is flexibility around working location either hybrid or office based (Wandsworth).

Role summary: This is an opportunity to bring your big ideas and ambition to life, taking our Individual Giving and Legacy Marketing to the next level. Identified in our newly launched fundraising strategy as a growth area, this role will build on the successes of the past and push the boundaries of what's possible - taking risks and applying learnings throughout.

You will lead on exciting developments, placing relationships with supporters at the very heart of everything you do, developing plans and activities which are guided by evidence and insight. You'll have support from the Head of Public Fundraising, the Supporter Care Assistant and the Database Officer to bring your vision to life. We've come a long way and with momentum building, we're looking for someone with creativity, drive and passion to bring people together to change the world for people affected by spinal cord injury.

Reports to: Head of Public Fundraising

Line reports: Supporter Care Assistant

Key stakeholders: Supporters, legacy pledgers, major donors, people with spinal cord injury and their friends and family, Back Up staff, volunteers, and trustees.

Principal roles:

- Lead on the development and delivery of the Individual Giving and Legacy Marketing strategies, improving supporter experience and growing the number of people engaging.
- Gain insight into supporters and potential supporters, creating compelling propositions which are tailored to each individual and provide them with the best possible experience.
- Design and develop a series of planned communications, including a continuous cycle of 'test and learn', to bring our supporters close to the impact they make.

Key responsibilities:

- Work with the Head of Public Fundraising and Supporter Care Assistant to develop and implement a targeted individual giving appeal programme, with communications tailored to specific audiences (on and offline).
- Work with the Database Officer, as well as external agencies and internal resources, to lead a series of data and insight projects, which will guide activity across all individual giving and legacy marketing income streams.

- Develop a series of propositions which will appeal to a variety of audiences (spanning cash, regular givers, in-mem, legacy marketing and lottery), test and provide recommendations for roll-out.
- To lead on the Big Give yearly Christmas campaign, ensuring its continued success by working across the organisation to maximise reach and profile.
- Build and implement an outstanding supporter stewardship programme, which is led by insight and delivers on audience requirements.
- Ensure supporters are thanked appropriately and in a timely manner, with enquiries and complaints handled efficiently and with care.
- Coordinate, design and write the monthly supporter newsletter working with the wider fundraising and communications teams to prioritise content.
- Explore all current touch points for Back Up service users and determine how best to encourage support at a point when it is beneficial and appropriate to do so.
- Provide regular reporting across each campaign and share learnings with the wider fundraising team, senior management team and the trustees as appropriate.
- Maintain accurate and timely KPI's (both financial and non-financial) to allow performance to be monitored and evaluated over time.
- Ensure that the database (currently Donorfy) is kept up-to-date, and records are accurate and reflective of each individuals engagement.
- Work across the organisation to increase understanding of the importance of individual and legacy giving, encouraging participation and creating easy ways for everyone to get involved and spread the word.
- Attend Back Up events and meetings as and when required.

PERSON SPECIFICATION:

- A minimum of 4 years' experience of working within a Direct Marketing or Individual Giving role.
- Sound budgeting and financial management skills, with experience of preparing and presenting budgets and plans.
- Experience of using data and insight to develop tailored, relevant audience communications.
- A solid track record of increasing supporter numbers while delivering an extremely high standard of stewardship.
- Excellent written skills, including copywriting and proof-reading.
- Ability to work with a variety of stakeholders, both internal and external to deliver on objectives.
- Demonstrable ability to work towards and deliver on challenging financial targets.
- Ability to work on own initiative to meet objectives within specified timeframes.
- Strong IT skills including Outlook, Excel, Word, Powerpoint, CRM databases, Mailchimp. Desirable skills include Canva and project management tools like Trello.

We particularly welcome applications from those from black, Asian or ethnic minority backgrounds or those with higher level spinal cord injuries.

TERMS AND CONDITIONS – Individual Giving and Legacy Marketing Manager

Type of Employment

- Permanent, 21 hours per week

Pay

- £38,000 - £44,000 pro rata per annum

Hours of work

- Your normal hours of work will be between 9am and 5pm, a total of 21 hours per week.
- Some flexibility of working hours may be required in accordance with the needs of the charity.
- Flexibility in working hours may be negotiated to enable a better work/life balance

Probation

- There will be a six-month probation period.

Notice Period:

- After a satisfactory six-month probationary period, two months either side, or to the end of term of contract. During probation, notice will be one week either side.

Disabled access

- The office is fully wheelchair accessible

Staff Benefits

- Holiday - You are entitled to 22 days paid holiday per year plus bank and public holidays. This increases by one day per year up to a maximum of 25 days (pro rata). Additionally, the office is closed between the Christmas and the New Year period giving an additional 3 days.
- Pension - Back Up has a designated stakeholder pension scheme that staff can join. With a staff contribution of 5% salary, Back Up will contribute 3% into this scheme. Back up's contribution will increase by a 1% for every 2 years of service (cap at 6%).
- Generous sickness pay provision
- Access to financial advisor – annual initial exploratory meeting with an independent FSA
- Season ticket loan: an interest free loan for the purchase of a season ticket.
- Ride to work scheme
- Study and sabbatical leave
- "My day" – 17.5 (pro rata) hours per year to carry out voluntary work
- Life Assurance – 3 times annual salary