



THE DONKEY SANCTUARY

WORKING WORLDWIDE

SENIOR INDIVIDUAL GIVING MANAGER

The Donkey Sanctuary
Sidmouth
Devon
EX10 0NU
England
00 44 (0) 1395 578222



PRINCESS ROYAL
TRAINING AWARD
2018



Employment Package

Contract

This is a full-time, permanent contract, working 35 hours per week, Monday – Friday, 08.30 – 16.30.

This is a multi-site, 7-day operation and therefore there may be some requirement to work flexibly to meet the needs of the Charity.

Salary

Competitive.

Holiday

31 days holiday per year, inclusive of the 8 statutory public holidays. This increases by one day each year until a maximum of 34 days (pro rata for part time employees) is reached.

Probationary Period and Review

Your probationary period will be 6 months. During this period, should either you or the Charity wish to terminate your employment, your notice period shall be 1 week. After 6 months of employment the notice period is 3 months.

Performance Reviews

Employees have the opportunity of a probationary review meeting with their Manager at the end of their probationary period.

Pension Scheme

The Charity values its employees and believes that pension contributions are an important part of the benefit package offered. The Donkey Sanctuary exceeds the government recommended rate amounts as shown in the table below:

Band	Employer Contribution	Employee Contribution
1 - 9	5.5% of annual salary	2.5% minimum
10 - 17	7.5% of annual salary	3.5% minimum
Executives	10.5% of annual salary	4.5% minimum

The scheme is administered following government set auto enrolment rules. New members of staff will receive an information sheet from Human Resources as part of their starter pack which explains the scheme and the postponement rules. A mandatory postponement letter will be generated by payroll and distributed with your first month's payslip, this will also provide details on eligibility and early opt-in instructions. After three months of employment you will be assessed, following current government auto enrolment criteria, and, if eligible, will be auto-enrolled into The Donkey Sanctuary Group Personal pension scheme.

Closing Date

All applications need to be received by 12.30pm on Monday 4 February 2019

Job Description

Senior Individual Giving Manager

Band 13

Responsible to: Head of Fundraising

Directly responsible for: line management of the Fundraising Manager – Adoptions, Fundraising Manager – Direct Marketing, Fundraising Stewardship Manager

Our Vision and Mission

The Donkey Sanctuary is working for a world where donkeys and mules live free from suffering, and their contribution to humanity is fully valued. We will achieve this by transforming the quality of life for donkeys, mules and people worldwide through greater understanding, collaboration and support, and by promoting lasting, mutually life-enhancing relationships.

Context

The multi-faceted fundraising team at The Donkey Sanctuary includes Individual Giving, Trusts and Foundations, Major Giving and Community Fundraising. The Individual Giving team generates an annual income in excess of £6.5 million from over 200,000 individual supporters. Each year the Individual Giving team designs and delivers a multi-channel, multi-million-pound direct marketing programmes to recruit over 20,000 new supporters. Over the next five years this programme and the team will see substantial growth, investment and expansion.

Overall Purpose

To lead the Individual Giving team, successfully delivering and overseeing annual income, expenditure, supporter recruitment and retention targets. To effectively, substantially and sustainably grow our Individual Giving programme in line with the projections and vision laid out in our Five Year Fundraising Strategy. To create and define annual Individual Giving strategies, budgets and targets and to successfully secure internal commitment and support for these. To directly line manage three members of the Individual Giving team and to create strong and enduring relationships with our external direct marketing agency partners.

Main Duties and Responsibilities

- Responsible for designing and delivering annual Individual Giving targets across new supporter recruitment and existing supporter retention, covering one-off and regular giving donations and encompassing a range of direct marketing channels and fundraising products, including: DRTV, direct mail, telephone response handling, digital, raffles, appeals, direct debits, adoptions and lottery.
- To lead, motivate and manage the Individual Giving team through the successful delivery of the annual programme and targets.
- To research and identify new marketing channels, approaches, propositions and audiences which will enable sustainable growth and expansion within our Individual Giving activity.
- To continuously analyse and evaluate Individual Giving activity and programme performance in order to inform the successful development and delivery of future activity. To provide the Head of Fundraising with monthly, quarterly and ad-hoc Individual Giving reporting and analysis. To identify any activities which may fall short of targets and take action to mitigate the situation.
- To work closely and in partnership with The Donkey Sanctuary's external agencies and suppliers to maximise opportunities for growing income, integrated working and cost effectiveness.
- To approve all Individual Giving communications and appeals, ensuring successful delivery of all activities in the budget.
- To define, manage, and reforecast Individual Giving budgets and five year projections.

- To work closely with the CRM and Supporter Services teams in order to deliver data-driven and supporter-focused fundraising that maximises return and grows donor loyalty and commitment.
- To be an internal advocate and champion for Individual Giving, fundraising and integrated, collaborative working.
- Ensure the Directorate's project management approach is adhered to ensuring the integrity of any project.
- To carry out any other reasonable duty as may be required.

Responsibilities of all Donkey Sanctuary Employees

- Act as an effective Ambassador for the Charity, demonstrating behaviour which supports the Charity's strategy and values and work in a way which promotes the standards described in the Competency & Standards Framework.
- To work within the Charities' guidelines with regard to conduct, recognising its policies with regard to equality, and showing respect and co-operation towards fellow colleagues.
- Under Health & Safety legislation, all staff must work in the safest possible way in order to ensure their Health & Safety and that of all others who may be affected by their actions;
- Demonstrate a commitment to continuing personal development.
- To co-operate with management and colleagues to promote good communications through sharing appropriate information and building positive working relationships.

Hours

35 hours per week. This is a multi-site 7-day operation and there may be some requirement to work flexibly to meet the needs of the charity.

Location

Based at The Donkey Sanctuary, Sidmouth. There may be occasions when the post holder may be requested to work at another location considered reasonable by the Charity.

Person Specification

Knowledge and Skills

Essential:

- Substantial experience of managing, growing and leading multi-channel and multi-product fundraising direct marketing teams and programmes.
- Product and channel experience covering several of the following areas; DRTV, digital, telephone fundraising, direct debits, raffle, lottery and appeals.
- A track record of leading, motivating and inspiring direct marketing teams.
- Advanced and contemporary direct marketing knowledge.
- Able to demonstrate excellent communication and negotiation skills, which includes the ability to communicate effectively, clearly and diplomatically.
- Experience of drafting, managing and reforecasting multimillion pound direct marketing budgets, creating and tracking annual and multi-year forecasts and KPI's. Substantial experience of conducting effective direct marketing analysis to support and enhance the performance of channels, products and specific appeals.
- Able to multi-task and demonstrate working with a number conflicting demands to meet deadlines.
- Proven line management abilities, including performance management.

Desirable:

- Knowledge and experience of Raiser's Edge.
- Member of the IOF or similar professional body.

Personal Attributes:

- Empathetic with exceptional listening, communication, influencing and negotiation skills
- Ability to comfortably jump between complex and varied tasks
- Maintains performance, professionalism and composure when under pressure to anticipate and resolve problems.
- Confident decision maker always using evidence and remaining focussed on organisational objectives
- A friendly and approachable personality able to coach, engage, influence and inspire colleagues.
- Ability to lead a team to deliver ambitious targets.
- Proactive in anticipating the needs of the charity and seeking opportunities to add value;
- Able to present a positive and professional attitude of The Donkey Sanctuary at all times.

Note: To reflect any changes within the Charity during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the post holder and confirmed in writing.