**Position: Individual Giving Manager Dec 2019/ Jan 2020**

**Salary:** On request

**Start date:** Immediate start

**Contract type:** Permanent, full time; Monday- Friday (5 days) 9am-5:30pm

Occasionally work outside regular office hours at charity awareness and fundraising events on evenings and weekends (with time off in return)

**About Ovarian Cancer Action:**

Ovarian Cancer Action (OCA) was founded in 2006, with a single purpose: to fund research to prevent women dying from ovarian cancer. We fund world-class scientific research leading to innovative treatments and progressive solutions. We campaign to ensure women and healthcare providers know the risk factors, symptoms and treatment options to enable informed and rapid action. Despite being the UK’s deadliest gynaecological cancer, claiming a woman’s life every two hours, ovarian cancer remains an underfunded and overlooked disease. And that’s not ok with us. In fact, diseases like breast cancer had better survival rates five decades ago than ovarian cancer does in 2019. That’s why we raise awareness of the disease amongst healthcare professionals and the general public, fight to put women’s health firmly on the political agenda, and campaign for change.

We are based at 8-12 Camden High Street, London, NW1 0JH. Our office based team is made up of 20 dedicated and passionate staff members plus volunteers, all of whom work hard to spread our message, campaign for change, and generate the vital funds we need to support the scientific innovators who will help beat ovarian cancer. We have a broad network of vital supporters, from community fundraisers and corporate partners, to our family of Voices who champion the cause across the UK.

Our mission is to stop women dying of ovarian cancer but we can’t do it alone. We mobilise people to take action, to spread the word, to tell their stories, and raise the vital funds we need to beat the disease once and for all.

**About the Individual Giving Manager**

We are looking for an experienced Individual Giving Manager to join our team and drive growth in the area of one-off and regular giving. The main purpose of the Individual Giving Manager is to develop and implement an individual giving strategy to achieve our acquisition targets and a sustainable income for the charity. We have run an IG programme for only a small number of years with some success. We are now seeking to elevate our IG program to the next level. We are looking for the right Individual Giving Manager who is committed to building our donor base through a well-thought programme of acquisition campaigns, and a solid base of sustainable, long- term support for the charity’s work.

This is a key position in the fundraising team and we are looking for an ambitious, creative, committed and driven individual who thrives on the development of strategic programmes and understands and appreciates how individual giving will contribute to the achievement of our wider charitable objectives. A key deliverable of the role is to drive income to achieve our ambitious goals of funding more, innovative, and game-changing research, and the most impactful awareness campaigns.

Our Fundraising team is committed and dedicated to exceeding income targets to drive forward our ambitious strategy of growth because we believe women with ovarian cancer deserve better. If you are keen to be a key member of the fundraising team who are also proactive and developing as a team, you will need to be a supportive and trusted team member.

**Position in organisation:**

**Reports to:** Head of Fundraising

**Main working relationships:** Head of Fundraising, other Fundraising Managers and team members, Digital Communications Officer, Marketing Manager and other team members.

**Direct stakeholders:** Existing and prospect donors

**Key responsibilities:**

**Strategic Development:**

* Develop an individual giving strategy to increase acquisition levels to achieve our charity’s 5-year income targets and create a strong case for retention.
* Develop opportunities for cross-team working and contributes towards the development of the charity’s new supporter journey’s, maximising retention levels and income potential. This will play a key role in achieving the charity’s ambitious goals of funding more, innovative, and game-changing research, and the most impactful awareness campaigns.

**Acquisition:**

* Develop a well thought-out, creative and sensitive programme of one-off and regular giving acquisition campaigns to achieve our charity’s 5-year acquisition targets.
* Work with the charity’s wider team to integrate acquisition opportunities into our charity’s marketing and charitable activity.
* Work with the Communications teams to utilise multiple channels, including direct mail, digital marketing, mobile giving, and out of home advertising, to deliver and optimise campaigns for maximum impact.
* Critically analyse campaign results and use findings to forecast future targets and build on campaign successes.
* Within the Individual Giving strategy, make recommendations for new IG acquisition channels, test and critically analyse their effectiveness.

**Retention:**

* Professionally and sensitively steward the charity’s existing regular donors, ensuring they feel informed, appreciated and inspired to continue their support. Work to improve the charity’s average length of support.
* Work with other members of the charity to develop new supporter journeys to maximise supporter conversion and retention
* Represent the charity and its key strategic objectives to individual givers, verbally articulating the research and awareness work with accuracy and confidence.
* Work with the Database Manager to develop and manage effective administrative processes to support relationship management.

**Stakeholder relationship:**

* Work with the Marketing Manager to brief and liaise with external agencies and suppliers (e.g. creative services agency, freelance copywriters, response-handling agency) in the delivery of specific projects.
* Manage relationship & performance of any agency or outsourced support required in the delivery of campaigns ensuring there is never any risk to the charity’s reputation as an honest, fair and transparent fundraising organisation.
* To professionally network and represent Ovarian Cancer Action as appropriate at internal and external events.
* To liaise with various departments across the organisation to obtain relevant information and approvals required for campaign delivery.

**Fundraising:**

* Ensure that all fundraising activity complies with best practice, the Institute of Fundraising Code of Fundraising Practice and all relevant legislation.
* Act as the main contact for one-off and regular giving fundraising enquiries.
* Utilise all fundraising techniques to encourage and motivate individual givers to maximise their fundraising potential.
* Manage the administration of individual giving, ensuring comprehensive and accurate record keeping. Work with the Database Officer to streamline processes and improve efficiency.
* Keep abreast of developments in the wider sector by liaison with counterparts from other charities and across the charity sector.

**About the ideal person and their required experience and skills:**

**Career experience:**

* Must have a proven track record of successfully working in Individual Giving fundraising for at least the last five years.
* Must have a proven record of running campaigns with overall targets of £250,000.
* Experience of working as part of a high performing team.

**Donor Fundraising**

* Demonstrate sound knowledge of Individual Giving approaches, methods, channels and an understanding of when to use which approach for the benefit of the charity and the organisation.
* Excellent research skills and critical analysis to ensure effective matching of our funding priorities to individual giver’s criteria.
* Ability to write effective proposal documents which are concise and convey the correct message for the charity.
* Demonstrates an understanding of the importance of confidentiality.

**Finance Management:**

* Proven experience of achieving/exceeding in the not for profit sectors.
* Experience of forward planning and experience of working with income and expenditure budgets. Work with the Head of Fundraising to manage income and expenditure budgets, accurately forecasting and reporting on budgets for Board meetings.
* Demonstrate a high level of commercial awareness and professionalism.
* Monitor, analyse and report on income and expenditure variances to support the month end forecasting process. Identify shortfalls in performance and with support from the Head of Fundraising, prepare and implement contingency plans to ensure financial targets are met.
* Contribute to the effective running of the Fundraising team to ensure we hit our charity’s annual income target by attending Fundraising Management meetings and supporting other areas of the team when required.

**Data analysis**

* Demonstrate a high level of data literacy.
* Ability to critically analyse campaign results to optimise future campaigns.
* Work with the Data Team to segment data for mailings.

**Campaign Management:**

* Experience of planning and delivering both simple and complex campaigns to a high standard.
* Excellent time management and organisational skills, as will often have to be working on more than one campaign at a time and must be able to prioritise workload.
* The ability to think logically, use initiative and work without supervision.

**Interpersonal skills**

* Excellent communication and interpersonal skills.
* Excellent negotiating and influencing skills.
* Excellent networking skills, relationship building and management skills.
* Work well within a team and have a positive, friendly, calm, professional and helpful disposition.
* Solid experience of managing collaborative relationships in all levels of the charity.
* Must be flexible to the needs of the post as this will require working outside of normal working hours.

**Other:**

* Computer skills – must be experienced in the use of Microsoft Outlook, Word, Publisher, Excel and Databases.

**Desirable**

* Experience of working in a medical research charity with the ability to translate scientific reports to lay language for mass audiences.
* Experience of Raiser’s Edge database

**Personal Qualities**

* Flexible, tenacious and driven to succeed
* Enthusiastic, highly motivated and a positive attitude
* Tact, diplomacy and an ability to maintain confidentiality

Benefits:

* 25 days annual holiday leave

(In addition, you will receive three non-contractual days leave due to the office closure between Christmas and New Year).

* Pension scheme with People’s Pension (employee contribution 5%, employer contribution 3%).
* 24 hour confidential and free Employee Assistance Program to support you with both personal and work- related issues, and if required, confidential counselling sessions.
* Training and Development opportunities.
* Eye test and financial support with glasses if required.
* Interest free season ticket loans.
* Weekly free fruit, tea, and coffee.
* Social events for the team.

**Recruitment process:**

Thank you for your interest in this role. We would like to invite you to apply to work with us, by sending a short cover letter (no more than a page) of why you are interested in working with OCA Along with this, please send a copy of your latest CV to [jobs@ovarian.org.uk](mailto:jobs@ovarian.org.uk). Please also take a look at our website [www.ovarian.org.uk](http://www.ovarian.org.uk) for more details about what we do.

Our deadline for the role is Friday 24th January 2020, however we may contact you sooner to discuss the role if you meet the requirements, so please send your application in beforehand. If we find a suitable candidate to carry out the role, we reserve the right to end the recruitment process earlier than Friday 24th January 2020. We will aim to respond to each applicant, however if you do not hear from us within 10 working days of the deadline, we will not be considering you for this role, however we encourage you to keep updated with our vacancies on our website, or through our various social media activities..

If you have any questions regarding this role, please email [jobs@ovarian.org.uk](mailto:jobs@ovarian.org.uk), quoting the job title in the email heading.