

Individual Giving Fundraiser

Role Description

Division:	Fundraising & Marketing
Department:	Fundraising & Marketing
Location:	The role is hybrid with an intention that office based and external facing work will constitute 40% of working time over each month. Age Scotland is a flexible employer and flexible working patterns are available.
Geographical focus:	Scotland-wide
Contractual status:	Permanent
Hours:	35 hours per week
Line Manager:	Marketing Manager
Direct Reports:	None
Salary:	£31,000 pa

Job Purpose

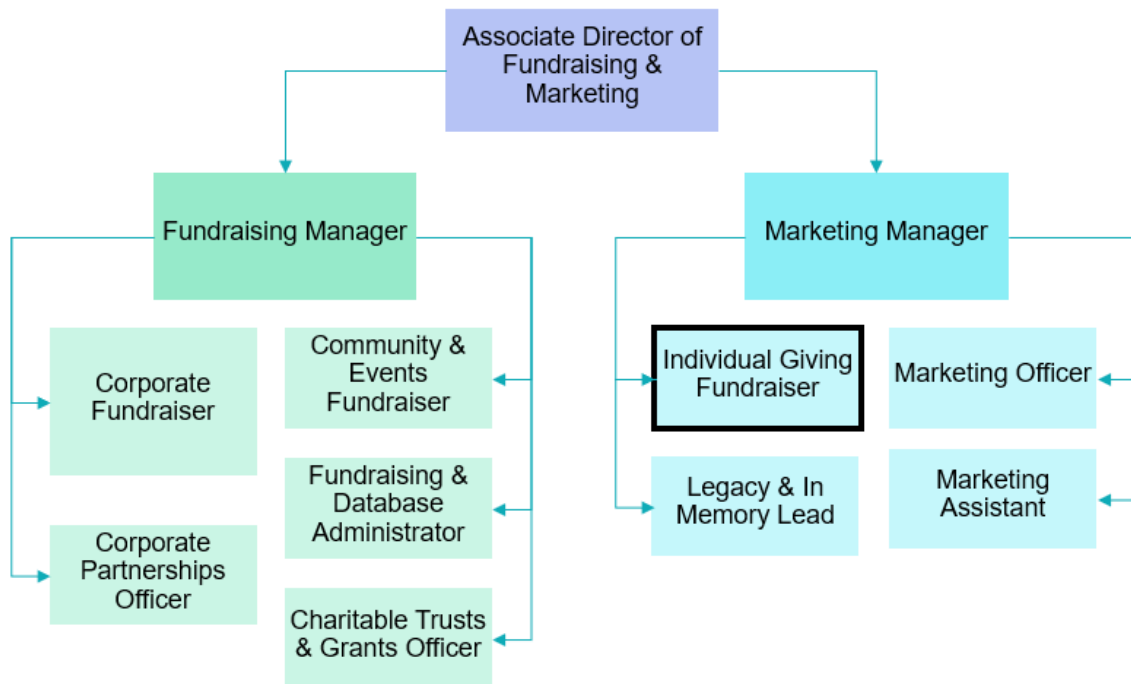
Our mission is to inspire, involve and empower older people in Scotland, and influence others so that people can enjoy better later lives. To help us achieve that, our Individual Giving Fundraiser will be responsible for growing our charitable income from individuals, both new and existing donors.

As an Individual Giving Fundraiser, you will design and implement a programme of individual giving campaigns to acquire new donors, secure repeat donations from existing donors and upgrade one off donors to regular givers to maximise our individual giving income. You will also monitor and evaluate the performance of each campaign and make tactical and strategic recommendations for future activity.

You will lead on developing our donor funnel, optimising donor journeys for existing and new supporters with a focus on stewardship to make sure donors feel valued and understand the impact their donations make.

Living our values, you will approach the role with integrity, while involving, inspiring, and empowering our teams, so that together we can create better outcomes for older people in Scotland.

Individual Giving Fundraiser Organisational Chart



What you'll do

Individual Giving

- Develop and deliver all aspects of direct fundraising appeals utilising the full marketing mix and using storytelling and emotive copywriting to engage with key audiences and drive support.
- Work collaboratively with colleagues and external suppliers to deliver appeals within budget and meet income targets.
- Evaluate all campaigns and prepare reports and recommendations for the development of individual giving based on data and insight.
- Co-ordinate all aspects of donor acquisition, developing and building our individual donor base using traditional and digital channels.
- Lead the creation and implementation of donor journeys to retain, upgrade and re-activate donors. Review and make recommendations where appropriate.
- Work with colleagues throughout the organisation to identify, engage and cross-sell individual giving opportunities to key stakeholder groups.
- Explore, develop and test new ways of recruiting new donors and generating income.
- Lead the creation a strategy to re-activate lapsed donors.
- Develop and implement plans to recruit payroll giving donors.
- Provide expertise and guidance on all matters relating to Gift Aid, including maximising income.

Fundraising administration and processes

- Work closely with the Fundraising & Database Administrator to proactively steward donors and ensure an exceptional level of donor care.

Individual Giving Fundraiser

- Capture and report on monthly income from the different individual giving income streams on the fundraising database.
- Lead on tracking individual giving income to meet targets and ensuring costs are within budget.
- Project and forecast income and contribute to annual operating plan.
- Ensure the website is up to date with individual giving fundraising activity.
- Ensure all individual giving activity is run in compliance with the Chartered Institute of Fundraising codes of practice.
- Maintain accurate and up to date records and accept responsibility for the safe and secure handling and storage of confidential information, and in accordance with GDPR and Age Scotland's own data protection policies.
- Work with the Fundraising & Database Administrator to ensure Gift Aid claims are processed accurately and timely.

Other Duties

- Support in taking donations or setting up regular donations over the phone as required.
- During peak campaign periods support in the processing of donations.
- Attend, present and participate in events and meetings, as appropriate, to represent and promote Age Scotland's interests.
- Work collaboratively with colleagues to ensure that each income stream feeds into and supports others so that funds are maximised.
- Ensure that all activities are carried out in accordance with relevant legal and regulatory conditions.

What you'll bring

Experience:

- Minimum 2 years' experience within a similar fundraising role
- Demonstrable experience of delivering direct marketing appeals and a proven track record of securing income using the full marketing mix.
- Experience of managing individual relationships.
- Experience of developing existing income streams and new successful fundraising initiatives.
- Experience of ensuring activities and fundraising materials are aligned with brand and tone of voice.
- Experience of working in a target driven environment and of meeting or exceeding targets.
- Proven experience of copywriting and storytelling to create engaging content.
- Experience in project management, reporting and analysing results (desirable).
- Experience of using website content management systems (desirable).
- Experience of monitoring budgets (desirable)
- Experience of using Raiser's Edge or similar CRM (desirable).
- Experience of monitoring budgets (desirable).

Individual Giving Fundraiser

Qualifications:

- Member of the Institute of Fundraising (desirable).

Knowledge, Skills & Qualities:

- Knowledge of Gift Aid, GDPR and fundraising best practice
- Excellent communication skills – both written and oral – and the ability to communicate to a variety of audiences and write concise and engaging copy.
- Ability to work on own initiative but to also work closely with colleagues and managers across a variety of functions to achieve objectives.
- Strong people skills with the ability to develop and cultivate relationships.
- Excellent interpersonal, listening, communications, presentation and networking skills including the ability to make a compelling case for support.
- Ability to win people over and convey ideas succinctly and persuasively.
- Good organisational skills, ability to work flexibly, prioritise workloads, manage competing demands and work under pressure and to tight deadlines.
- Team approach and ability to work collaboratively with colleagues to ensure that each income stream feeds into and supports others so that funds are maximised.
- Competent user of Microsoft Office applications, including Excel, Word, Outlook and Teams.
- Knowledge of current fundraising trends and social and political issues particularly in relation to Scotland's older people (desirable).
- Ability or knowledge of storytelling techniques in fundraising (desirable).
- Confidence in public speaking and to a range of audiences (desirable).

Additional requirements

- Desire to seek out professional development opportunities and to shadow other fundraisers to learn and grow.
- The role requires occasional travel in Scotland.
- Commitment to the aims and vision of Age Scotland and the ability to demonstrate our values (Empowering, Inspiring, Inclusive & Integrity) in your work.
- Commitment to work alongside and support volunteers.
- An understanding of and commitment to equal opportunities.
- Ability to work from the Edinburgh office for an average of 40% of working hours (NB, travel costs from home to the office will not be reimbursed by Age Scotland.)
- Employees are expected to have a suitable homework space with a good broadband connection for occasional home working.
- Employees are expected to undertake all other reasonable and related tasks allocated by their Line Manager.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.