

## Job description

<b>Job title:</b>	Senior Individual Giving Executive
<b>Team:</b>	Individual Giving, In Memory and Legacy, Fundraising and Engagement department
<b>Location:</b>	Hybrid working – Between office location and home
<b>Hours of work:</b>	37.5 hours
<b>Contract:</b>	Permanent, full time
<b>Benefits include:</b>	33 days (plus eight bank holidays) 8% employer pension contribution (Aviva) or access to continue NHS Pension Enhanced maternity, paternity, adoption, and shared parental pay Free health cashback plan Free employee assistance programme Learning and development commitment to staff Health and wellbeing commitment to staff
<b>Reporting to:</b>	Individual Giving Manager
<b>Direct report/s:</b>	None

## Background

Today, dementia is the leading cause of death in the UK. By 2025, more than one million people in the UK will be living with this often devastating condition. Millions of us will know someone living with dementia. Many will be directly affected it – as the incredibly difficult role of carer often falls to friends and family members.

Dementia UK is a values driven charity, providing specialist dementia support and advice for families through our Admiral Nurse service. Our nurses help people living with dementia stay independent for longer and support the people caring for them so that they will have the strength to cope with the bad days, and the energy to enjoy the good days.

We value our people so it's important for us to create a working environment that looks after our workforce, enabling everyone to achieve their full potential. You will become part of a diverse and dedicated team, working in an environment where you can collaborate, be respected and thrive.

## Purpose of job

To play a key role in the Individual Giving (IG) fundraising programme by being responsible for developing, delivering and managing acquisition, engagement and retention campaigns across a portfolio of income-generating products

including fundraising appeals, telemarketing and paid social acquisition campaigns.

You will bring your fundraising skills and experience - particularly in mass marketing, digital fundraising and campaign management - to develop and monitor multi-channel marketing campaigns; collaborate with internal colleagues and external suppliers and agencies; create insight-led and audience-focused content; deliver effective and rewarding supporter journeys and measure the impact and success of campaigns by producing evaluations and reporting on key performance indicators.

## Key accountabilities and responsibilities

### 1. Marketing

- Develop and deliver multi-channel marketing plans, liaising with internal teams and external suppliers/agencies to ensure all activity can be delivered within agreed timelines and budgets.
- Ensuring marketing activity includes digital elements where effective.
- Monitoring marketing activity, reporting on agreed KPIs.
- Monitoring sector trends to identify new opportunities.

### 2. Campaign management

- Completing relevant campaign management documents including project plans, RACIs, internal and external briefs.
- Leading campaign kick-off, delivery and retrospective meetings, ensuring campaigns meet internal and external deadlines.
- Managing income and expenditure budgets, producing forecasts and making campaigns as cost effective as possible.
- Leading on data selections that will deliver the best long-term return on investment and insightful testing; working closely with the Data team and ensuring that data is handled sensitively, confidentially and is GDPR compliant.
- Leading on mystery shopping and call listening to ensure we deliver the highest supporter experience.

### 3. Supporter journeys

- Using supporter feedback and measuring response rates to understand the most effective and engaging content for different types of supporters.
- Working with the Content Manager to source case stories.
- Developing supporter stewardship communication journeys for print, email, social media and telephone channels.
- Monitoring supporter journey results and suggesting improvements to test.
- Supporting Managers to develop and embed cross-team engagement journeys that are data and insight-led, measurable and integrated across the IG, Legacy, In Memory and wider fundraising programmes.

### 4. Reporting and evaluation

- Updating campaign results weekly, highlighting trends to the IG Manager to mitigate under-performance and maximise over-performance.
- Collating end-of-campaign evaluation reports, identifying learnings and recommendations for future campaigns.
- Completing regular KPI reports and contributing to charity reporting and reforecasting.
- Preparing and delivering results to share with colleagues at all levels to demonstrate the value of the IG programme.

#### **5. Collaboration**

- Maintaining effective and collaborative relationships with key internal teams including Data, Supporter Care, Communications and Marketing and Finance.
- Identifying continuous improvements to ways of working and liaising with colleagues to introduce and test changes in processes and systems.
- Managing the relationship with external suppliers and agencies, negotiating quotes, monitoring service delivery and highlighting areas of process and delivery improvement.
- Working across the department and charity to contribute to overall income generation and supporter-focused activities.

### **General**

- a) Actively promote the core values of Dementia UK whilst working towards achieving the strategic objectives of the charity.
- b) Have a strong working knowledge of Dementia UK's vision, mission and impact.
- c) To undertake all duties in line with the Dementia UK's policies, procedures and regulations ensuring that the work undertaken actively promotes equality, diversity and non-discrimination.
- d) Undertake any other duties related to the job purpose and which may be necessary, as required.

This job description is not exhaustive and is subject to change in accordance with business need.

## Person specification

<b>Essential Qualifications, knowledge, skills, and experience</b>			
Criteria	Application	Test	Interview
Experience (1+ years) of Individual Giving fundraising from the public by a variety of methods and channels			
Understanding or experience of digital fundraising including paid search, paid social and online platforms			
Record of success in contributing to achieving results against targets for fundraising campaigns and supporter journeys			
Experience of using databases and other data sets for fundraising selections and analysis			
Experience of monitoring and reporting financial and non-financial results, presenting analysis in clear formats for a range of audiences			
Understanding or experience of developing and delivering insight-led and audience-focused supporter journey			
Experience of managing external suppliers and agency relationships			
Knowledge of charity and data protection laws			
Knowledge of the Fundraising Code of Practice			

<b>Desirable Qualifications, knowledge, skills, and experience</b>		
Criteria	Application	Interview
Experience of using Raiser's Edge		
Experience of using Dotdigital		

<b>Personal attributes</b>		
Criteria	Application	Interview
Excellent written and verbal communication skills with ability to persuade, motivate and inspire a range of audiences		

Excellent organisation and ability to self-manage and prioritise a high and varied workload to meet tight deadlines		
Excellent attention to detail and accuracy with personal information and data		
Ability to work effectively as part of a team and with external suppliers and agencies		
Flexible and collaborative approach to problem solving, showing initiative in generating ideas and suggestions to improve outcomes		

### **Our values**

Collaboration  
Compassion  
Ambition  
Integrity