

THINK Recruitment



Candidate Pack: Senior Individual Giving Executive

Location: Hybrid – HQ in London, office based 1 day per week

Salary: £35,000 - £37,000 per annum

Closing date: Midnight Sunday 1st September





Welcome from Charlotte Webb, Individual Giving Manager at Dementia UK

Thanks for your interest in this role and working for Dementia UK.

Every three minutes someone develops dementia. We are working to ensure that no one faces dementia alone. Families often find themselves in caring roles that push them to their physical, financial and emotional limits. Struggling to know where to turn, they are left exhausted overwhelmed and isolated. That's where Dementia UK comes in.



We have over 450 specialist Admiral Nurses, helping people across the UK cope with the relentless, ever-changing challenges of dementia. They help families have the best life possible, for as long as possible. That's why so many people describe our nurses as a lifeline.

To fund our work and ensure no one across the UK faces dementia alone we need to continually generate new income. Our Senior Individual Giving Executives are vital to maintaining momentum within our supporter pipeline. Our team delivers over £1.4 million, and we aim to deliver over half a million in new donor income this year.

We have a wonderful culture within the team and across the organisation that the successful candidate will come into. We work well together, value our face to face time as a team and work hard every day to live Dementia UK's values of collaboration, compassion, ambition and integrity.

This is an exciting opportunity to join a passionate and ambitious organisation, that is in an exciting period – having just launched two huge corporate partnerships that will raise brand awareness and support levels significantly. I am excited about our work and our plans, as there is vast potential across our individual giving portfolio. We are looking for the right person to help us realise that potential.

Thank you for your interest, I hope you consider joining our amazing team.

Charlotte

**THINK
Recruitment**



The role: Senior Individual Giving Executive

We have two Senior Individual Giving Executives in the team. The advertised role focuses primarily on digital acquisition channels. In the current product portfolio we have Meta based value exchange campaigns, a handraiser product which leads people through to a regular gift and digital acquisition of new Weekly Lottery players. The other Senior Individual Giving Executive role has a focus on face to face private site acquisition, the existing regular giver portfolio and loyalty communications.

All digital acquisition is done via Meta so the successful candidate will have either hands-on experience in paid social and/or search/digital marketing or an in depth understanding of paid social/digital marketing. The post holder needs to be confident in how digital advertising works, in setting up onward email journeys and effectively managing telemarketing and digital agencies. Project management experience would be helpful to allow the post holder to confidently juggle campaigns often running alongside each other. An ability to report performance progress to a variety of stakeholders in a clear and concise manner is also important.

In addition, this role will work on at least two annual cash appeals, one in spring and one at Christmas. The Christmas appeal raises in excess of £100,000 making it a vital part of the Individual Giving (IG) portfolio.

This is an exciting role for someone looking to take more ownership of individual giving acquisition. It would suit someone with an interest in and knowledge of digital marketing, who is keen to make a difference for people living with dementia.

Why is the role vacant

The team received investment to bring in the additional Senior Individual Giving Executive at the start of the year. The current post holder is based some distance outside of London and has secured a fully remote role for a cause they are passionate about.



The role: Senior Individual Giving Executive

Areas of challenge

At the moment we have a heavy reliance on paid social (across Meta) to generate income. We are trying to diversify but are coming up against increasing cost of acquisition. Considering how we continue to recruit donors effectively through this channel, without it being cost prohibitive, will be a key priority for this post holder.

As with any Individual Giving function, we have a lot of projects running simultaneously. The successful candidate will need to work effectively across different projects, managing priorities and keeping stakeholders informed.

What might an average day look like

- Writing email copy for an upcoming cash appeal and building in our email marketing platform DotDigital
- Providing feedback on copy and artwork for our latest cash appeal
- Setting up a donation landing page to accompany an upcoming cash appeal
- Writing a data brief to submit to the Data team for an upcoming email we're sending as part of World Alzheimer's Month
- Listening to telemarketing calls from our value exchange campaign and providing feedback to the telemarketing agency
- Meeting with our digital agency to discuss the performance of our handraiser paid social ads

Key priorities for the first six months

- Support on the delivery of the 2024 Christmas Appeal, in particular digital aspects of the campaign such as email, organic and paid social, display ads and paid search
- Evaluate the performance of handraiser and value exchange paid social ads to help inform the campaign plan for Q4 24-25 (Jan-Mar) and budget setting for FY 25-26
- Leading on the 2025 spring appeal
- Managing paid social ads for lottery acquisition

The role: Senior Individual Giving Executive

How success is measured for this role

Defined	Measured
Ability to develop and deliver IG acquisition campaigns	<ul style="list-style-type: none"> • Campaigns delivered on time and to budget • Number of new supporters acquired • Income raised • Return on investment
Embedding digital fundraising throughout the IG programme	<ul style="list-style-type: none"> • Managing and delivering specific digital fundraising campaigns i.e. World Alzheimer's Month • Implementation of testing across website donation pages • Managing our paid search digital agency
Ability to deliver cash appeals	<ul style="list-style-type: none"> • Campaigns delivered on time and to budget • Number of donations • Income raised • Return on investment
Building key stakeholder relationships both internal and external	<ul style="list-style-type: none"> • Campaigns being delivered on time • Setting planning schedules and sharing with key stakeholders • Reporting relevant performance back to key stakeholders
Embedding supporter centricity throughout IG campaigns	<ul style="list-style-type: none"> • Use of audience insight to optimise and develop campaigns • Attendance and contribution at any relevant supporter experience meetings • Actioning of any relevant supporter feedback • Completing Meta ad moderation and responding to supporters in a timely and professional manner
Contributing to organisation values (collaboration, compassion, ambition, integrity)	<ul style="list-style-type: none"> • By giving examples of how we've lived values in team meetings and appraisals

Job Description: Senior Individual Giving Executive

Job purpose:

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 responsibilities:

Marketing

- Developing and delivering 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

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



Job Description: Senior Individual Giving Executive

Key responsibilities continued:

Campaign management continued

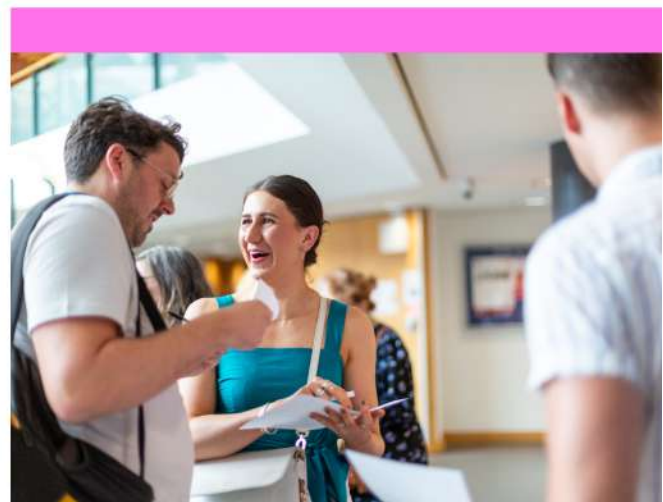
- Leading on data selections that will deliver the best long-term return on investment and insightful testing; working closely with the Data team and ensuring that data is handled sensitively, confidentially and is GDPR compliant
- Leading on mystery shopping and call listening to ensure we deliver the highest supporter experience

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

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



Job Description: Senior Individual Giving Executive

Key responsibilities continued:

Collaboration

- Maintaining effective and collaborative relationships with key internal teams including Data, Supporter Care, Marketing and Communications 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

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

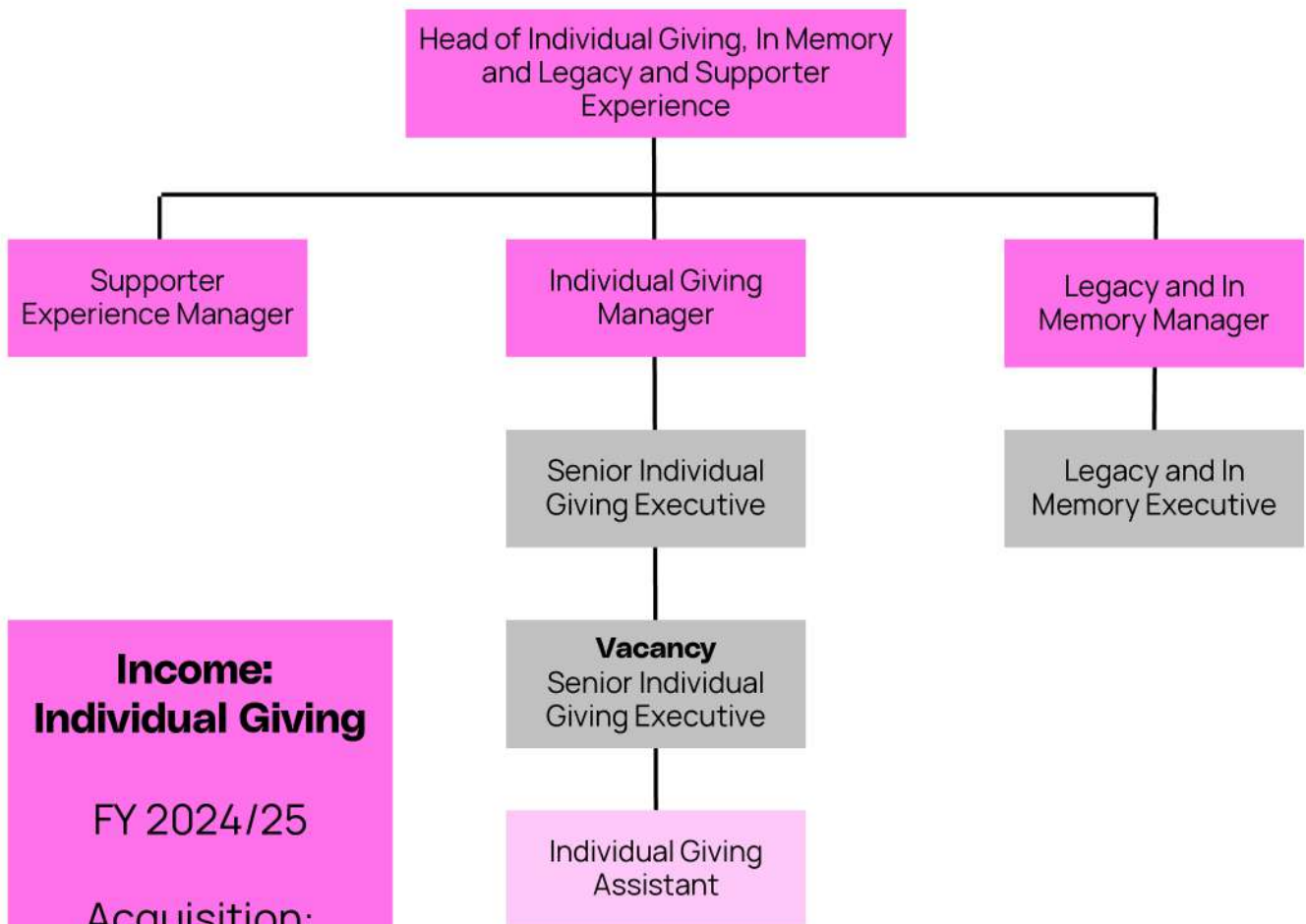


Job Description: Senior Individual Giving Executive

Person specification:

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Experience and Knowledge</p>	<p>Demonstrable experience of Individual Giving fundraising from the public by a variety of methods and channels.</p> <p>Understanding or experience of digital fundraising including paid search, paid social and online platforms.</p> <p>Record of success in contributing to achieving results against targets for fundraising campaigns and supporter journeys.</p> <p>Experience of using databases and other data sets for fundraising selections and analysis e.g. Raisers Edge.</p> <p>Experience of monitoring and reporting financial and non-financial results, presenting analysis in clear formats for a range of audiences.</p> <p>Understanding or experience of developing and delivering insight-led and audience-focused supporter journeys and use of platforms such as DotDigital.</p> <p>Experience of managing external suppliers and agency relationships.</p> <p>Knowledge of charity and data protection laws, and the Fundraising Code of Practice.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Skills and competencies</p>	<p>Verbal and written communication skills that enable the candidate to confidently engage with, motivate, inspire, negotiate with and report to a range of diverse stakeholders.</p> <p>Effective organisation skills and ability to self-manage and prioritise a high and varied workload to meet tight deadlines.</p> <p>Flexible and collaborative approach to problem solving, showing initiative in generating ideas and suggestions to improve outcomes.</p> <p>Keen attention to detail, especially relating to personal data.</p> <p>Ability to work effectively as part of a team and with external suppliers and agencies.</p> <p>Competent user of MS Office, comfortable using CRM systems.</p>

The Individual Giving, Legacy and In Memory and Supporter Experience Team



**Income:
Individual Giving**

FY 2024/25

Acquisition:
£518,970

Retention:
£929,862

TOTAL:
£1,448,832



Benefits and life at Dementia UK

We truly value our people. It's important for us to create a working environment that looks after our workforce to achieve their full potential. You will become part of a diverse and dedicated team who are supported to use and develop their skills. We recognise and value the key role you will play in delivering our strategic plans for the benefit of those living with dementia.

Annual leave

33 day's paid holiday per year (plus 8 bank holidays).

Pension

Contributory pension scheme – 8% employer contribution through Aviva, or the opportunity to continue an NHS pension.

Flexible working

Dementia UK considers any flexible working requests in line with personal and business need.

Learning and development committed employer

Bespoke training, access to LinkedIn Learning and iHasco, and opportunity to create a personal development plan with our Learning and Development Adviser, as standard.

We believe in 'growing our own' where possible, to ensure we retain key talent.

Other

- Free health cashback plan through Medicash. Employee cover plus up to four dependent children
- 24/7 virtual GP access (UK registered), plus access to Best Doctors
- Free confidential employee assistance programme through Health Assured
- Access to wellbeing app
- Employee health and wellbeing committed (menopause friendly, Disability Confident Employer)

If you have questions about the benefits package, or if there are policies you would value seeing before continuing in the selection process, please do reach out via recruitment@thinkcs.org and we will be happy to find out the information you need.



Equity, diversity and inclusion

In addition to a competitive salary and a generous benefits package, we truly value our people.

It's important for us to create a working environment that looks after our workforce to achieve their full potential. You will become part of a diverse and dedicated team who are supported to use and develop their skills. We recognise and value the key role you will play in delivering our strategic plans for the benefit of those living with dementia.

Our staff have a voice. Representatives from different roles and levels across the organisation positively contribute and lead on our working groups around health and wellbeing, menopause, and equity, diversity and inclusion.

Dementia UK is proud to welcome everyone, we aim for a truly inclusive culture with talented, diverse teams that represent a variety of backgrounds, perspectives, and skills. We celebrate differences and individuality and encourage everyone to join us and be their whole selves always.

Dementia UK is a Disability Confident Employer. Dementia UK guarantees an interview to any applicant who declares a disability on application and whose application demonstrates that they meet the person specification criteria.

If there is anything THINK Recruitment can do to make any reasonable adjustments to ensure you can engage fully in the selection process or to notify us that you're applying under the Disability Confident Scheme, contact Jo McGuinness at recruitment@thinkcs.org for a confidential discussion.



To apply

To express interest in this role, and to arrange an initial conversation with THINK Recruiting please email recruitment@thinkcs.org with a copy of your CV and contact information.

Our Recruitment Manager will have a screening conversation with all applicants prior to shortlisting. Rather than requesting candidates submit a supporting statement or cover letter, we will provide interested candidates with four short screening questions to answer ahead of the role closing.

We can organise an informal conversation with Charlotte Webb, the recruiting manager. If you would like to speak with Charlotte, please flag this during your initial call with THINK Recruitment.

Screening calls with THINK Recruitment	Informal conversations with recruiting manager	Closing date	Interviews	Decision by
11th - 30th August	Time held on the 20th, 23rd and 30th August	Midnight Sunday 1st September	Week commencing 9th September	Friday 13th September

Invites to interview will be sent on the 3rd or 4th of September to ensure candidates have time to prepare.

Interviews will be held virtually and panel questions and information about a task to prepare in advance of the interview will be provided to candidates at point of invite.

Every effort will be made to keep the process to one stage, however if a second round is required this will take the form of an in-person, informal conversation with the recruiting manager and another member of the team. Timeframes for a second stage, if required, will be organised to suit the candidate.



If there are any reasonable adjustments THINK Recruiting can make to ensure ease of participation in the selection process, please do get in touch. All discussions are confidential.

Thank you for your interest, we hope to hear from you soon.

Jo McGuinness

Recruitment Manager - THINK Recruitment
jomcg@thinkcs.org