

Individual Giving Manager (Committed Giving - Marketing) Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

Together we are help and hope for everyone living with dementia.

Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Individual Giving Manager (RG marketing)

Position in the Organisation

Reports to the Senior Individual Giving Manager (Regular Giving & Lottery)
 Member of our Individual Giving team.
 Part of our Income & Engagement directorate.

Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

This role will play a key part in the development and delivery of a long-term fundraising strategy within the Individual Giving team, across both on and offline channels. It will be primarily responsible for developing acquisition plans across our marketing channels to bring new, profitable regular donors to Alzheimer's Society as well as working closely with the Stewardship team to help develop journeys to retain and develop donors and increase life-time value.

Line managing one or more members of staff the role will work closely with external agencies to optimise fundraising product performance and to identify and resolve any problems which arise. They will be responsible for managing campaign expenditure and income budgets, including reforecasting and budget planning and analyse results to aid the development of cause-led fundraising across all products.

We are looking for someone who exemplifies our values, someone who is: **Determined to make a difference** when and where it matters most. **A Trusted Expert** who believes in working **Better Together** and demonstrates true **Compassion**.

Key Accountabilities and Responsibilities

- To take responsibility for campaigns as agreed by the Senior IG Manager. This includes:
 - Developing and implementing marketing plans as required
 - Briefing and working with external agencies and suppliers
 - Monitoring performance of suppliers throughout each campaign
 - Sourcing copy, images and case studies and developing new creative
 - Accurate and consistent data selection and output with interrogation on data segmentation as required
 - End of campaign analysis to provide learnings to take forward and implement in future campaigns
- To monitor, analyse and report on individual campaigns to ensure competent campaign management and that financial targets are being met as projected on each campaign.
- Manage and report on owned campaign budgets and have responsibility for making sure campaigns are produced in line with allocated expenditure and generate the expected income.
- To lead on projects and work with the other fundraising and localised teams to scope out opportunities to recruit and develop donors.
- Ensure that appropriate agreements, procedures and contracts are in place for external suppliers and that they are agreed and adhered to. Report on their performance and making any recommendations to the Senior IG Manager.
- To contribute to the development and implementation of Individual Giving plans, strategy and budgets, in addition to the development of policies and procedures
- To represent the Society internally and externally as required and to deputise in the absence of the Senior IG Manager

- As a line manager to adhere to Alzheimer's Society Managers charter to deliver great results by leading by example and setting clear expectations.
- As a line manager to be responsible for recruiting and welcoming new staff ensuring they have the right equipment and learning they need to operate safely and effectively.
- As a line manager to be responsible for developing our people, managing great and poor performance or behaviours.
- Works across the Society with but not limited to Supporter Care & Insight, Digital and IT, Events and Brand Marketing & Communications to enable the delivery of the regular giving programme
- To ensure that the Society's reputation and brand are protected at all times.
- To keep abreast of direct marketing developments in general and in the charity sector in particular, especially through the use of peer networks, trade bodies and press.
- To undertake any other tasks that are commensurate with the general level of this post as required.

This job description is not prescriptive and merely outlines the key responsibilities. Any changes to the job description will be made in consultation with the jobholder.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Demonstrable experience of Individual Giving, fundraising, or Direct Marketing	E	A/I
Extensive experience of delivering large multi-channel Direct Marketing fundraising campaigns with proven campaign success ideally including some of the following: Face to Face, Digital, DRTV, Telemarketing, Inserts, Door Drops, Direct Mail & Email	D	A/I
Detailed understanding of acquisition and retention techniques across channels – with experience of Individual Giving campaigns preferable	D	A/I
Experience of strategic planning, testing and analysis	E	A/I
Excellent ability to proactively build relationships and networks	E	A/I
Strategic thinker – able to make recommendations to improve our existing programme of activity	E	A/I
Demonstrable communication skills both written and verbal to a high level	E	A/I
Demonstrable presentation and interpersonal skills	E	A/I
Highly numerate with the ability to analyse complex data	E	A/I
Outstanding organisation and project management skills with excellent attention to detail	E	A/I
Proven experience of leading, developing, motivating and enabling line reports/teams to learn and deliver, celebrating success along the way	D	A/I
Shares knowledge and skills to develop others and support learning	E	A/I
Strong negotiation and influencing skills particularly when engaging stakeholders at a senior level	E	A/I
Exceptional budget management and fluent in setting and measuring financial key performance indicators for campaigns	D	A/I

Demonstrable knowledge of the UK voluntary sector and significant knowledge of the principles of donor management in the voluntary sector	E	A/I
Track record of meeting/exceeding targets	E	A/I
Excellent IT skills, including a thorough knowledge of MS office and fundraising databases	E	A/I
Proven knowledge of the Data Protection Act (1998) and Fundraising Regulator code of practice	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I
Non-judgemental communication	E	A/I
Commitment to and understanding of equal opportunities	E	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role. Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Our benefits



Financial Security

- Group Personal Pensions Plan with Scottish Widows - with up to 8% employer contribution rate
- Life Assurance Scheme - two times your annual salary
- Society Plus and Smart Spending App - giving you unbeatable savings at hundreds of retailers
- Bike Loan Scheme
- Season Ticket Loan Scheme



Health & Wellbeing

- BUPA Healthcare Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted Gym Membership with Society Plus
- Lived Experience Networks
- Wellbeing Events
- Bike Loan Scheme



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Early career researchers
- Financial support towards relevant professional qualifications
- Study leave



Family & Dependants

- Paid time off work for fertility treatment
- Paid time off work to support those transitioning
- Enhanced family leave – 16 weeks paid leave for all eligible parents
- Paid compassionate time off work and bereavement leave
- Paid time off work for dependants



Recognition

- Annual people awards evening
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Starting at 27 days annual leave plus bank holidays (pro-rata)
- Career breaks
- Flexible working