

Senior Individual Giving Manager (Cash Giving - Appeals & Raffle)

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.

Senior Individual Giving Manager (Cash Giving - Appeals & Raffle)

Position in the Organisation

Reports to the Head of Individual Giving
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 lead the strategic development of the appeals programme within the Individual Giving team, including both cash and raffle, across on- and offline channels ensuring it is in line with external market trends and meets growth objectives. It will be responsible for delivering successful cash and raffle acquisition campaigns to bring in new profitable supporters to Alzheimer's Society. And across all products, this role will develop and retain those supporters to ensure income growth and increase life-time value from the programme.

The role will be responsible for developing and managing all cash and raffle appeals, including (but not limited to) our large integrated moments appeals Forget-me-Not and Christmas, cash recruitment, retention and conversion as well as developing reactive appeal responses as required.

And working alongside the Senior Individual Giving Manager (Stewardship) they will design and analyse performance to implement optimal supporter journeys 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

- Leads on the development and delivery of a long-term fundraising plan to recruit, develop and retain cash and raffle supporters to support the growth and future success of the Individual Giving programme. This will be set within the context of the fundraising directorate and wider Society strategies.
- Works as a member of the Individual Giving management team to produce a cash strategy which meets agreed objectives and goals set in the Fundraising Philosophy, which supports the Fundraising Directorate and wider Society strategies.
- Contributes to the Individual Giving income target of £32m and the Fundraising Directorate gross target of £130m.
- Works with the Head of Individual Giving and Senior Individual Giving managers to set annual budget and operational plans.
- A budget holder who monitors, analyses and reforecasts on a regular basis and produces detailed reports as required.
- Leads team to produce engaging and responsive fundraising campaigns to drive income

- Manages and briefs internal stakeholders and suppliers to ensure projects are delivered to agreed plans, budgets and deadlines.
- Line management of two Individual Giving Managers, leading a team of five.
- As a line manager will provide support, development, inspiration, challenge, direction and recognition to the team.
- 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 Experience, Digital Fundraising, Creative & Brand Engagement and Events.
- Manages and develops external relationships key to the success of appeals activity, e.g. data and insight agencies, strategic planning, media and creative agencies.
- Proactively conducts ongoing external research in order to keep abreast of external market and sector trends, including competitor reviews to learn from other organisation's stewardship activity.
- To deputise for the Head of Individual Giving at meetings, both internally and externally, as and when appropriate
- To undertake any other tasks that are commensurate with the general level of this post as required.

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 or Direct Marketing within the not-for-profit sector, i.e. has held a senior IG/DM role at a UK charity	E	A/I
Experience of managing and delivering large multi-channel DM fundraising campaigns with proven campaign success	E	A/I
Detailed understanding of Individual Giving acquisition and retention techniques across channels	E	A/I
Extensive knowledge of direct mail techniques, with digital knowledge desirable	E	A
Proven experience of working closely with creative agencies to deliver engaging creative and with media agencies to drive targeted high performing acquisition activity	E	A/I
Experience of strategic planning, testing and analysis	E	A/I
Excellent ability to proactively build relationships and networks	E	I
Demonstrable communication skills both written and verbal, to a high level	E	A/I
Highly numerate with the ability to analyse complex data	E	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	E	A/I
Shares knowledge and skills to develop others and support learning	E	I
Leads by example, influencing and inspiring confidence in others	E	I

Proven negotiation and persuasion skills particularly when engaging stakeholders at a senior level	E	I
Exceptional budget management and fluent in setting and measuring financial key performance indicators for a program	E	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
Proven knowledge of the Data Protection Act (2018) and Gift Aid legislation	E	A

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