**Information Pack**

**Senior Individual Giving Fundraiser**

Scleroderma & Raynaud’s UK (SRUK) launched in April 2016 as the result of the merger of two patient organisations, the Raynaud’s & Scleroderma Association (RSA) and the Scleroderma Society.

SRUK is the only charity in the UK dedicated to improving the lives of people affected by Scleroderma and Raynaud’s. We exist to improve awareness and understanding of these conditions, to support those affected, and ultimately to find a cure.

We are looking for an ambitious individual to be part of our team taking Scleroderma & Raynaud’s UK to the next stage in its journey of transformation and growth.

This is an exciting time to join the organisation as we scale up to deliver on our ambition to significantly increase the level of investment in research and services, so that people affected by Scleroderma or Raynaud’s have access to the best treatment, information and support. Our new fundraising strategy has been implemented and we are growing the team, with plans to grow it further over the next 3 years.

We are looking for someone with a desire to create positive change and embrace our values which inform how we deliver our services, the choices we make and how we work with, support and develop our staff and volunteers:

SRUK is:

* **Collaborative** in the way we work
* **Driven** to see real change
* **Trusted** because we are open and honest about the way we work
* **Compassionate** because we always put the person first

Further information about SRUK can be found on our website: <https://www.sruk.co.uk/>

**The Selection Process:**

Applicants are required to submit a CV and a cover letter, no more than 2 sides of A4, which demonstrates how you meet the role requirements with clear examples.

Applications must be received by 5pm on . Please send applications to [jobs@sruk.co.uk](mailto:jobs@sruk.co.uk)

For an informal discussion of the role please contact Gemma Cornwell on 0203 893 5991

Shortlisted candidates will be notified by . Interviews are scheduled for w/c

**Terms and Conditions:**

Salary – £28-32,000 depending on skills and experience

This role is based in Central London

**JOB DESCRIPTION**

**Job Title: Senior Individual Giving Fundraiser**

**Hours: Permanent, Full Time**

**Salary: £28-32k**

**Reports to**: **Head of Fundraising and Communications**

**Location: Central London**

**Main Purpose**:

To lead on the development and delivery of a programme of growth to increase income from the currently successful donations, membership and in memory income stream. Leading on identifying and developing new campaigns, engaging new audiences to increase and diversify our supporter base. As well as developing engaging supporter journeys and stewardship plans to ensure we have a database of long-term, engaged and active supporters.

**Key Relationships**

**Internal:** Fundraising team, SRUK staff team, Volunteers

**External:** Individual Fundraisers, SRUK members, donors and suppliers

**Scope of Role**

1. Implement and shape the strategy for Individual giving and in memory fundraising to increase the retention, acquisition and lifetime value of our supporters.
2. Working with Head of Fundraising to develop the current established membership programme to ensure current members are engaged and stewarded and planning the future growth of the programme.
3. Implement tailored supporter journeys and stewardship plans tailored to in memory givers, donors of different levels and regular givers.
4. Developing Acquisition and retention programmes – harnessing the awareness month campaigns and establishing a giving/ appeals calendar
5. Continually assess and evaluate the effectiveness of the individual giving programme, being innovative and making recommendations to ensure that we are maximising our income and reach
6. Legacy programme – working with a set plan and programme to implement the recommended communications

**PERSON SPECIFICATION**

SRUK is a small team so working collaboratively and being a team player are essential skills. Our roles are a mixture of being very hands-on in order to get things done and working strategically to ensure that SRUK meets its long-term objectives .The successful candidate will be an experienced and innovative individual giving fundraiser with the ability to inspire and motivate fundraisers and develop new opportunities and initiatives.

**Professional/Technical qualifications:**

* Evidence of continuous professional development or, equivalent work experience

**Experience**:

* Previous experience working within individual giving / direct marketing fundraising and proven track record in achieving financial targets and key objectives.
* Demonstrable experience of growing the supporter base through acquisition campaigns
* Demonstrable experience of growing and sustaining individual giving income.
* Experience of managing conflicting priorities to deliver high quality results to deadlines.
* Experience of delivering appeals/ campaigns both established and new.
* Experience of implementing tailored supporter journeys to retain supporters and increase donations
* Experience of using a donor database to access and input information and to run reports.
* Experience of in memory and / or legacy fundraising and stewardship is desirable.

**Knowledge and Skills:**

* Exceptional interpersonal skills, and ability to build strong relationships with individual supporters.
* Ability to focus on impact and deliver outstanding results in a team environment and contribute positively as part of a team.
* Communications – excellent written and verbal skills, working across various platforms both online and offline.
* Knowledge of donor acquisition and retention strategies.
* Well organised, able to prioritise work for self and others with an understanding of the importance of detail.
* Entrepreneurial and innovative approach with an ability to identify and act upon opportunities.
* Excellent planning, organisational and problem solving skills with the ability to develop new approaches.

**Main Duties and Key Responsibilities**

**1. Strategy**

* To contribute to the implementation of the Fundraising Strategy, by preparing Individual giving fundraising plans which link into the overall strategy, budget and targets, and to report on progress of these plans throughout the year.
* Work across the team to ensure that plans fit with other campaigns, plans and communications.
* To build in contingency plans and risk management strategies to ensure that any potential shortfalls in income are mitigated and managed.

**2. Income Generation**

* To rapidly grow individual giving and in memory income and create a sustainable programme to continue growth.
* To research, plan and implement both existing and new fundraising appeals to engage a wide range of long-term supporters, achieving a significant ROI.
* To manage the current membership, working with the content manager to ensure that the supporter magazine is maintaining a high readership and that renewals and stewardship programmes are delivered.
* Work with the Head of Fundraising & Communications to develop the membership programme to recruit a diverse membership base and offer different models.
* Deliver an established legacy communications programme to increase legacy pledges and ensure all pledgers are stewarded effectively.
* To ensure compliance with Institute of Fundraising guidelines, GDPR and fundraising regulator legislation.
* Maximise income from in memory fundraisers by implementing tailored and engaging stewardship plans across all platforms.
* To regularly assess & evaluate the effectiveness of the individual giving programme, producing donor insights and tracking and conversion rate reports for senior management as required.
* Develop and deliver effective and engaging fundraising propositions and campaigns across all platforms, online, offline and social media.

**3. Supporter Care**

* Implement segmented and tailored supporter journeys across the individual giving stream, developing long term supporters by delivering high standards of supporter stewardship.
* Capture and record supporter data to inform the supporter journey and stewardship plan in line with GDPR and SRUK policies.
* Pass on leads where appropriate to other fundraisers and act on/advise where appropriate.
* Work with the charity administrator to ensure that all donor acknowledgments are relevant, engaging, tailored and meeting the KPIs for performance and response times.

**4. Policy and Procedure**

* Ensure all necessary donation administration is accurately assigned, ensuring that high standards of financial and donor records are kept, the supporter database is maintained and all activities are conducted in line with the current GDPR rules, legislation relating to charitable activities and SRUK policies.
* Keep up to date with fundraising legislation and codes of practice and to provide relevant advice to fundraisers and colleagues.

**6. Other Duties**

* To be prepared to support across the team at fundraising events out of hours.
* To undertake any other works as could be expected of a Senior Individual Giving Fundraiser.

The duties in this job description may change from time to time following a review and in consultation between the post holder and line manager