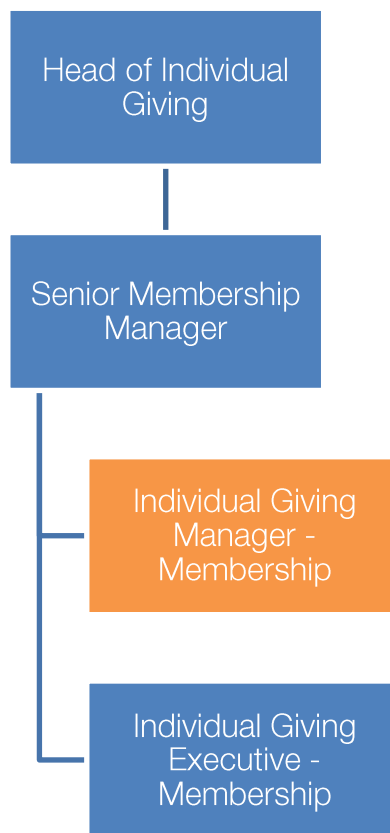


Individual Giving Manager - Membership

<b>DIRECTORATE:</b>	Engagement and Fundraising
<b>SECTION:</b>	Individual Giving
<b>REPORTING TO:</b>	Senior Membership Manager
<b>CONTRACT:</b>	Permanent



WORKING RELATIONSHIPS:

<b>Inside Diabetes UK</b>
Individual Giving team, other fundraising teams, Business Support team, Finance, Strategic Marketing, Comms and Brand teams, Content and News team, Digital team, Supporter Care, IT and Data teams, Healthcare Professional Engagement, and Operations.
<b>Outside Diabetes UK</b>
Other charities, creative agencies, printer, mailing and fulfilment houses, supporters and members of Diabetes UK, general public, people with diabetes, and healthcare professionals.

## OVERALL PURPOSE OF THE JOB

The role will be responsible for managing the day to day Membership experience from recruitment of new members to stewarding of current members. This will require the delivery of multiple direct marketing campaigns across a range of offline and digital channels to drive the recruitment, retention and lifetime value of members. Responsible for managing Membership budgets in order to achieve agreed income targets. In 2019 this equates to an income target of £2 million and an expenditure budget of c. £404k.

## MAIN DUTIES AND RESPONSIBILITIES:

- Support the Senior Membership Manager to develop membership strategy, annual budgets and reforecasts.
- Project manage membership campaigns and all associated communications on time and to budget including data selection, creative, print and data analysis - maximising supporter engagement and lifetime value.
- Lead on day to day management of supplier relationships, ensuring efficient, and effective creative execution, production and fulfilment of ongoing membership communications.
- Steward a large and complex membership scheme via CRM working closely with IT to maintain data integrity.
- Capture membership data compliantly and loaded to the database, according to internal process guidelines.
- Work closely with the Membership Executive to manage existing and new member relations to a high standard.
- Support the Membership Executive to deliver Professional Membership and Payroll Giving schemes.
- Liaise with Customer Care Centre on response handling, complaints and queries relating to membership activities.
- Design briefings, inductions and training sessions associated with the membership programme.
- Keep abreast of competitor activities and trends by actively monitoring campaigns, sector developments and fundraising press.
- Track, analyse and evaluate campaign performance to identify key trends. Share learnings with wider team.
- Identify opportunities to cross sell membership to other teams within the organisation.
- Deliver training sessions to external fundraisers on who Diabetes UK are and about the membership product (some travel and overnight stays may be required).
- Work across the individual giving team and support the acquisition, and development teams, as required.
- Be an advocate for membership, looking for opportunities to promote membership whilst ensuring the wider organisation is aware of the scheme and its benefits for people living with or affected by diabetes.

## PERSON SPECIFICATION:

The best person for this job will be able to:

- Deliver operational plans along with effective monitoring and control systems.
- Manage complex budgets.

- Work under pressure, meet deadlines and represent Membership across Fundraising and other technical teams.
- Work comfortably with large data sets to analyse and interpret results. Consult with key IT and Analysis teams and translate this analysis into action.
- Use initiative and have the confidence to make decisions.
- Work independently.
- Effectively communicate with all relevant stakeholders and dependencies to ensure effective implementation of activities.
- Understand key membership profiles and motivations and using this information in targeting and engaging audiences, execution of creative concepts & choice of media.

#### The best person for this job will have experience in:

- Charity/NFP sector in a membership, individual giving or marketing role.
- Direct marketing fundraising techniques with strengths in supporter acquisition as well as supporter retention.
- Managing external fundraising agencies to deliver campaigns.
- Managing external design agencies to develop strong direct response creative.
- Managing multiple print production campaigns annually.
- Managing a range of projects at any one time, ensuring they are delivered on-time, on-budget and to agreed standards.
- Developing and implementing effective cross-department processes to facilitate the delivery of a high quality product.
- Working with a complex database to manage data selections, administration and reporting.
- Budget control and reforecasting.
- Campaign evaluation and analysis.

#### The best person for this job will be:

- Understanding of and show commitment to Diabetes UK's mission, vision and values.
- Qualified to degree level or equivalent in a marketing discipline.
- Creative and confident, valuing research and pay close attention to accuracy.
- Well-organised, proactive and able to prioritise own work; with strong project management and planning skills.
- Highly effective at communicating and have strong interpersonal skills.
- A strong team player, motivator of self and others, with the ability to deputise for the Senior Membership Manager where appropriate.
- Pragmatic and take an evidence based approach to problem solving.