

Individual Giving Manager - Acquisition

|  |  |
| --- | --- |
| DIRECTORATE: | Engagement and Fundraising |
| SECTION: | Individual Giving |
| REPORTING TO: | Senior Individual Giving Manager – Acquisition |
| CONTRACT: | Permanent – 35 hours per week |

WORKING RELATIONSHIPS:

|  |
| --- |
| **Inside Diabetes UK** |
| All teams and directorates across Diabetes UK, particularly those with the Engagement & Fundraising directorate. |
| **Outside Diabetes UK** |
| Agencies, freelancers and suppliers. |

# OVERALL PURPOSE OF THE JOB

The Individual Giving team is responsible for raising over £22m, helping to create a world where diabetes can do no harm. Acquiring new supporters and motivating them to donate is essential to the success of Diabetes UK.

This role is directly responsible for implementing the supporter acquisition strategy across a variety of products, including gaming (lottery and raffle), regular giving and cash donations. The post holder will maintain a range of acquisition routes (including Face to Face, SMS, direct mail, press inserts, online, digital and telemarketing) as well as testing new channels to recruit individuals who perform well in the longer term, rather than just at acquisition.

**MAIN DUTIES AND RESPONSIBILITIES:**

* Support the Senior Individual Giving Acquisition Manager to develop the team’s annual strategy, budget and reforecasts. Help decide which acquisition channels to invest in – utilising a test and learn approach ensuring ROI and retention rates are maximised.
* Project manage campaigns, budgets and supporter communications on time and to budget including data selection, creative, print and data analysis - maximising supporter engagement and lifetime value.
* Ensure informed investment by conducting thorough due diligence, initiative, past learnings, risk management, sector & trend analysis and evaluation.
* To work with the relevant internal teams:
	+ for required analysis projects to inform the above
	+ to ensure that data is captured compliantly and loaded to the database according to internal process guidelines
	+ to keep abreast of key regulatory changes including; Data Protection legislation, Gambling Commission legislation and Institute of Fundraising guidelines.
	+ to ensure that all communications support Diabetes UK’s agreed brand guidelines
	+ to ensure they are briefed on all upcoming campaigns across the charity where applicable
	+ to liaise with Customer Care Centre on response handling, complaints and queries relating to supporter acquisition activities
* Understand the key supporter profiles and motivations and use this information in targeting audiences, execution of creative concepts & choice of media
* To manage training of external fundraisers on who Diabetes UK are and about the work we do – some frequent travel and overnight stays may be required
* Test new acquisition routes via New Media, ensuring donations & campaigns are prominently promoted on our own website and digitally, evaluate and roll out if successful.
* Manage supporter relations with new supporters to a high standard and ensure that all new supporters are ‘Welcomed’ if appropriate.
* Provide consultancy to colleagues on operational aspects of the campaigns and represent the Individual Giving Team on cross-team projects
* Select and manage the relationship with external suppliers to ensure efficient and effective creative execution, targeting, production and fulfilment of marketing initiatives to deadline and to budget.
* Keep abreast of competitor activities and trends by actively monitoring campaigns, sector developments and fundraising press.
* Work with team colleagues and other teams to ease the integration of activity and provide a seamless, efficient service to supporters.
* Support the Development team with fundraising campaigns when needed.

**PERSON SPECIFICATION:**

|  |
| --- |
| **The best person for this job will be able to:** |
| * Deliver test and learn supporter acquisition campaigns
* Good organisational skills with the ability to plan and manage multiple projects
* Identify and overcome problems using own initiative
* Communicate effectively and to influence a wide range of people
* Confidently use Microsoft Office programmes including Outlook, Word, Excel, PowerPoint etc.
 |
| **The best person for this job will have experience in:** |
| Essential:* A direct marketing function ideally within the charity sector working with Individual Giving products or with a direct marketing agency
* Knowledge of direct marketing fundraising techniques such as Face to Face, direct mail, telemarketing campaigns, digital and online
* Knowledge and practice of targeting of audiences for marketing purposes
* Project management, including budget planning and management, performance monitoring and evaluation
* Working with agencies and suppliers
* Working on multiple campaigns at any one time
* Working with relevant legislation and regulations, e.g. Data Protection, Gambling Commission, Code of Fundraising

Desirable:* Experience of acquisition activities
* Health related marketing
 |

|  |
| --- |
| **The best person for this job will be:** |
| * A fundraising or marketing professional
* An effective communicator
* Organised, flexible and disciplined and be able to prioritise work effectively
* Digitally savvy with a working knowledge of key digital channels
 |