



Job Description

Individual Giving Manager

Working Hours: Full time, 37.5 hours per week, Monday to Friday with some evenings and weekend work

Location: Flexible but with minimum of one day a week attendance at our office in Loughborough Junction, London required

King's College Hospital Charity

King's College Hospital Charity aims to improve the experience of patients, family and friends at King's. We work closely with the teams who care for patients and aim to make a difference by funding projects that enhance every aspect of health care. We support initiatives that improve health, work that helps to prevent people from becoming ill, and projects designed to improve diagnosis, treatment and care. It's important to us to support the day-to-day work of the hospitals and deliver practical benefits by raising money for cutting edge equipment and facilities, innovative research, pioneering treatment and staff development and support.

Our Values

We are proud of our Charity values: they are our fundamental ethics and principles that underpin everything we do at King's College Hospital Charity. These values are not simply words on paper. We all aim to live them and make them real every day. By bringing them to life, making our decisions and behaving with them in mind, we create a dynamic and supportive culture that reflects the Charity that we are.

We are caring and supportive; we are ambitious; we are innovative and creative; we are collaborative; we have integrity.

The Role

Our Individual Giving programme is central to our fundraising strategy to increase our unrestricted, sustainable income, and is set to raise in excess of £1.3m in 24-25. This is a key role with responsibility for managing a series of Individual Giving acquisition and stewardship programmes across a range of channels, including direct mail, face-to-face, and lottery. You will be responsible for managing two Individual Giving Officers who, under your supervision, will help to deliver campaigns from planning to evaluation. You will also be responsible for legacy and in-memory activity. This role will work to meet or exceed our annual targets which will help us provide the best care for patients, staff and loved ones at our hospitals.

Key Tasks

- Using evidence-based insights, lead the IG team to plan and implement several direct marketing campaigns across a range of channels including direct mail, email, social, display advertising and newsletters including managing suppliers on concept creation,

oversight of copy and creative and delivery schedules. Performance analysis and learning of programme to enable enhancements and improvements

- Managing the IG team to ensure the smooth operational management of our face-to-face fundraising campaigns for regular donor and lottery player recruitment. Delegating key point of contact with agencies, regular review meetings, campaign monitoring, supporter feedback and creation and provision of monthly training for third party fundraising teams. Responsibility for contract reviews and compliance
- Leading the IG team to create and deliver compelling regular giving and lottery stewardship journeys to improve retention. Ensuring your Officers work with Comms and Operations colleagues to research and write content, engage with supporters and answer queries and complaints
- Lead on the building of our legacy programme and promotion and the stewardship of our in-memory supporters
- Being proactive in setting up new processes and policies for Individual Giving Team. Ensuring team documents are regularly reviewed and updated
- Supervising the day-to-day management of relationships with external agencies including face-to-face agencies, creative agencies, printers and fulfilment houses
- To support the Head of Supporter Engagement with the development of annual Individual Giving campaign plans and their implementation
- To work with the Head of Supporter Engagement to produce annual budgets and reforecasts. Monitoring budget and KPIs on a monthly basis and providing narrative on performance
- Work with our Supporter Services Team to monitor and action all feedback
- Work with the Communications Team to develop internal messaging for the Charity and King's College Hospital Foundation Trust
- Work with the Finance Team to monitor campaign expenditure, process invoices, and report on income on a weekly basis

Charity systems & compliance responsibilities

As an employee of Kings College Hospital Charity you have an obligation to observe the policies and standards of the Charity together with all relevant statutory and professional obligations, the significant ones of which are: -

- Maintain up-to-date knowledge on sector and market trends, the legal environment and compliance with regulatory requirements
- You have a general duty of care for the health safety and well-being of yourself, work colleagues' visitors and patients within the hospital site in addition to any specific risk management responsibilities associated with this post
- You must maintain strict confidentiality of personal information relating to patients, donors, Trustees and staff and maintain the confidentiality and security of all charity data and records
- You are responsible for complying with the Charity's policies and procedures

- You are responsible, with management support, for your personal development and should actively contribute to the development of colleagues and staff

Team Leadership

- Contribute to the Charity's strategic development, a high performance, values based culture and good practice
- Support the learning and development of the team through provision of development opportunities, information sharing and identifying and meeting training needs
- Establishing strong, motivated team ethos while also taking a pro-active approach to cross team working

Budgetary management

- Produce an overall annual plan, budget and success measures to Individual Giving fundraising
- Monitor performance on a monthly basis through the measurement and reporting of planned activities through agreed KPIs
- Provide quarterly forecasts against budget to determine likely success against target

Other

It is the nature of the work in a small charity team that tasks and responsibilities are diverse and varied. All staff are expected to work in a flexible way and on occasion to undertake tasks that may not be specifically covered in their job description, or are outside of office hours. This job description is intended as a guide and is not intended to be definitive or restrictive. It is expected that some of the duties will change over time and this description will be subject to review in consultation with the post-holder.

Skills & Experience Essential "E" or Preferable "P"*	
• Excellent project management skills with experience of planning, developing, implementing and evaluating projects	E
• Confident account management of third-party agencies to deliver our fundraising programmes	E
• Experience of line managing direct reports to deliver excellent results	E
• Excellent organisational skills and attention to detail	E

• Comfortable writing copy across a range of channels	E
• Able to analyse data and create campaign reports in Excel	E
• Ability to prioritise work and be proactive when managing multiple campaigns	E
• Experience of managing relationships with internal and external stakeholders	E
• Good budget management skills including forecasting and monitoring income and delivering campaigns on budget	E
• Experience in lottery or prize-led fundraising	P
• Experience of testing within delivery of campaigns	P
• Experience in areas of legacy and in-memory fundraising	P