



# INDIVIDUAL GIVING EXECUTIVE

Department:	Fundraising & Engagement
Job title:	Individual Giving Executive
Reports to:	Individual Giving Manager
Based at:	Head office, Leatherhead, Surrey
Salary:	Up to £27,000

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.

## Job Summary

The Individual Giving Executive will play a key role in growing and retaining our community of supporters, and will be responsible for supporting the growth of our Individual Giving Programmes and ensuring our supporters feel valued and engaged.

Working closely with the Individual Giving Manager and external partners, the post holder will contribute to the planning, delivery, and evaluation of fundraising campaigns across multiple channels, including direct mail, digital, and telemarketing.

The Individual Giving Executive will live the Rainbow Trust values, working collaboratively towards our "One Team Approach" and will effectively communicate with our employees, volunteers and supporters over the telephone, email and face to face.

## Areas of Responsibility (specific to role)

- Assist with the development and production of two supporter magazines a year
- Support with the creation of two direct mail and digital annual appeals and our 'always on' appeals
- Manage and grow our lottery income stream
- Develop and deliver growth for In Memory fundraising activity
- Support legacy marketing activity under the guidance of the Individual Giving Manager
- Assist in the creation and delivery of email marketing programmes
- Assist and develop supporter engagement and stewardship projects
- Support on planning supporter engagement journeys
- Perform data selection brief, processing and analysis to inform individual giving asks
- Support on the governance of team systems for income processing
- Develop fundraising stories for social and digital paid campaigns, support stewardship of event/community fundraisers into regular givers
- Work with the Individual Giving Manager to develop an acquisition strategy to engage new supporters
- Grow our special occasion income stream
- Write compelling and engaging copy to engage and motivate supporters.

## General Responsibilities

### Leadership and Strategy

- Provide guidance and direction for staff, volunteers and interns on individual giving
- Act as a representative of the charity to a variety of external and internal audiences and in different contexts
- Participate in the planning and development process including budget setting
- Operate in compliance with relevant legislation, best practice and corporate policy
- Commit to Performance Management Process and develop stretching objectives to meet business plan
- Take responsibility for own professional development
- Live the Rainbow Trust values.

### Operational and Project Planning

- Ensure processes are documented and effectively governed
- Take individual responsibility for agreed objectives, targets and budgets
- Develop own individual work programme in consultation with line manager to weekly, monthly and quarterly time frames
- Contribute to team and department planning events and activity
- Monitor project and work programme progress and report any variance
- Negotiate with suppliers to ensure best value for money is obtained
- Organise own time and resources effectively and use initiative.

### Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters and suppliers
- Ensure that excellent supporter expectations are met and exceeded
- Deliver direct services to both supporters and colleagues to acceptable professional standards and corporate guidelines
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts.
- Relay information and supporter contact to the appropriate internal contacts

## Developing, Maintaining Systems and Procedures

- Report against plan monthly, identify variance and make appropriate recommendations
- Ensure compliance with data protection guidelines, GDPR, confidentiality and corporate policy
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in the CRM
- Ensure regular data cleansing is actioned and contacts are current
- Contribute to wider data collection and analysis exercises across the department

## People Management and Development

- Inspire and provide advice and support to volunteers and interns under the direction of line manager and to Volunteer Management guidelines
- Recognise and value the contribution of volunteers.

## Team Working and Collaboration

- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Actively participate in the implementation of continuous business improvement and people development initiatives, including buddying, PI and SBI processes
- Act as a source of knowledge and expertise to colleagues
- Champion business improvement and people development initiatives
- Proactively participate in team meetings and away days, including SBI feedback, as well as annual staff conference
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements

## Special Conditions

- Some occasional evening and weekend work may be required in order that the organisation is able to deliver on its commitments to its stakeholders
- All staff have a responsibility to maintain an up to date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training, at a level commensurate with your role
- All staff must adhere to, Rainbow Trust's safeguarding policies and procedures
- Regional and some UK travel will be required from time to time to attend events
- The list of responsibilities outlined above is not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.

# PERSON SPECIFICATION

## Individual Giving Fundraiser



SUPPORTING FAMILIES  
WITH A SERIOUSLY ILL CHILD

### ESSENTIAL

### DESIRABLE

#### Experience

(Previous roles,  
types of organisations)

- Relevant experience of working in individual giving fundraising (1 year+)

- Experience in design and print development
- Fundraising or income generating roles
- Managing and monitoring budgets, including income and expenditure
- Knowledge of direct marketing principles
- Experience of managing multiple projects, meeting deadlines.

Experience of creating and delivering marketing emails and systems.

#### Special Competencies

(Specific job-related skills  
knowledge understanding)

- Effective communicator - ability to motivate others
- Able to build and maintain effective working relationships with suppliers/supporters
- Good MS Office knowledge
- Excellent written communications skills

- Experience of regular use of a CRM database, including data processing and generating reports
- Experience in crafting long-form copy, creative copy, and content for fundraising campaigns, donor communications, and marketing materials.
- Knowledge and understanding of GDPR

#### Disposition

(Influence over others,  
dependability, self-reliance)

- Friendly, and collaborative, connecting with others and building relationships
- Motivating, empathetic and persuasive communicator
- Quick and accurate with details within established standards and guidelines
- Results-oriented multi-tasker - works at a faster-than-average pace to meet deadlines
- A fast learner who responds quickly to pressure and change
- A socially-focused attitude with task-based collaboration

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## Individual Giving Fundraiser



SUPPORTING FAMILIES  
WITH A SERIOUSLY ILL CHILD

### ESSENTIAL

### DESIRABLE

#### Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Sincere and considerate, with a deep understanding of others
- Collaborative and inclusive with an emphasis on clearly defined procedures and building consensus
- Leads through building strong relationships and persuading others

#### Attainments

(Academic & prof qualifications & training)

- Evidence of literacy and numeracy appropriate to the level of the role

- Individual giving or direct marketing equivalent

#### Motivation

(Ambition, money, security)

- Completing tasks correctly
- Producing high quality, detailed work
- Opportunities to develop technical expertise

#### Circumstances

(Mobility, special demands of job, unsocial hours)

- Able to work flexible hours when required
- Commitment to own continuing professional development

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**Individual Giving Fundraiser**