

Individual Giving Executive

Department:	Engagement
Job Title:	Individual Giving Executive
Reports to:	Individual Giving Manager
Based at:	Head Office
Salary:	Up to £27,500

Job Summary

We are looking for someone who is passionate about inspiring people to support our work with seriously ill children and their families.

As an Individual Giving Executive you will play a key role in growing and retaining our community of supporters, ensuring they feel valued and engaged.

This role offers an exciting opportunity to develop expertise in direct marketing and individual giving fundraising, working on a variety of campaigns designed to attract, retain, and inspire donors.

You will gain hands-on experience in supporter communications, project management, and data-driven fundraising, helping to shape effective appeals and engagement strategies.

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

Your creativity and attention to detail will help ensure our messages reach the right people in the right way, building lasting relationships with supporters.

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.



Areas of Responsibility

(specific to role)

- Assist with the development and production of supporter magazines and campaign appeals
- Assist with data segmentation and maintenance; preparing, processing and creating output data
- Support on developing and refining accurate and relevant reporting of appeals which will help inform and add value to decisions
- Develop and deliver our lottery income stream
- Develop and deliver growth for In Memory fundraising activity
- Grow our special occasion income stream
- Support legacy marketing activity under guidance of individual giving manager
- Assist in creation and delivery of email marketing programmes
- Assist and develop supporter engagement and stewardship projects
- Support on planning supporter engagement journeys
- 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
- Write compelling and engaging copy to engage and motivate supporters.
- Deal with third party suppliers ensuring delivery of projects on time and on budget.

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.

Developing, Maintaining Systems and Procedures

- Ensure that data relevant to areas of responsibility and activity is adequately and safely recorded and stored
- Maintain accurate records and support data governance and GDPR compliance processes.
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in the CRM
- Ensure processes are consistently and accurately followed
- Take a continuous improvement approach to activity striving for maximum efficiency and effectiveness

People Management and Development

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

Team Working and Collaboration

- Contribute professional knowledge and expertise to team and department development, service delivery monitoring and evaluation
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives to ensure delivery of a high-quality service
- Act as a source of knowledge and expertise to colleagues
- Champion business improvement and people development initiatives
- Provide guidance and support to junior staff members and volunteers
- Proactively participate in team meetings and away days as well as staff conference
- Contribute to team building initiatives and activities including SBI feedback

Special Conditions



- 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 their role
- All staff must adhere to Rainbow Trust's safeguarding policies and procedures
- The post holder will be expected to work out of the office, meeting supporters and committees, running events and delivering on commitments to stakeholders. Some out of office hours may be required to facilitate this
- Some UK travel may be required
- The list of responsibilities outlined above are 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.

Essential

Desirable

Experience

(Previous roles,
types of organisations)

- At least one year experience in individual giving fundraising

- 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.

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
- Strong 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, interested in the organisations goals and the needs of others
- Working at a faster than average pace
- Strong attention to detail
- Proactive approach
- Comfortable working individually within well-defined boundaries
- Effective cross team working

PERSON SPECIFICATION

Individual Giving Executive

Essential

Desirable

Thinking Style

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

- Organised, working with others and within a structure and established policies while working with others to achieve goals
- Crafting compelling fundraising messages that inspire action.
- Thinking of new ways to engage supporters and improve retention.
- Finding creative solutions to challenges in donor engagement.
- Managing multiple projects, deadlines, and stakeholders effectively and within established guidelines.
- Ensuring accuracy in donor communications and campaign execution.

Attainments

(Academic & prof qualifications & training)

- Educated to A level (or equivalent)
- Individual giving or direct marketing equivalent

Motivation

(Ambition, money, security)

- Completing tasks correctly
- Producing high quality work
- Producing detailed work
- Building relationships with donors and helping them feel connected to the organisation's mission.
- Crafting meaningful and compelling campaigns that encourage long-term support.

Circumstances

(Mobility, special demands of job, unsocial hours)

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