

JOB DESCRIPTION

JOB TITLE: Individual Giving Manager

HOURS: Full time, 37.5 hours per week (Monday-Friday)

SALARY: £45,000 per annum

LOCATION: London, NW3 / Hybrid

REPORTING TO: Fundraising Director

ANNUAL LEAVE: 28 days (including Bank Holidays) + Jewish Holidays that fall on working days

PURPOSE OF ROLE

As a popular and well-established community and cultural centre, JW3 has the opportunity to translate broad-based engagement into ongoing charitable support. Our new Individual Giving Manager will help us to deliver on the immense potential of this area of giving.

In this new role, you will lead the roll-out and operation of our refreshed friends (membership) scheme and deliver community giving initiatives – currently including a major matched giving campaign raising £100k+/annum of new income. You will develop integrated supporter journeys for our regular donors, with the potential to design new activities to facilitate this. You will also be responsible for growing our legacy programme, working in partnership with Marketing and Communications colleagues to expand reach and visibility, and personally engaging with enquirers and pledgers.

In this role, you will be able to apply your expertise and experience to shape a key pillar of JW3's fundraising. This position would be ideal for someone who is data and process-led, and also values direct, personal engagement with our current and potential supporters.

KEY RESPONSIBILITIES

- Develop and implement an Individual Giving (IG) programme, with support on strategy from the Fundraising Director.
- Drive and manage regular and episodic giving from those giving up to £1k/ annum, with administrative support from the Fundraising Coordinator.
- Build and deliver supporter journeys that maximise engagement and giving in-year and year-to-year. As well as maximising the value of in-life giving, you will identify and build supporter journeys that facilitate these donors becoming legators.
- Working in partnership with the Marketing and Communications team and Fundraising Director, design and enhance messaging to, and communications with, prospective and current IG donors.
- Collate and manage data on the performance of specific IG campaigns and initiatives.

- Use data (internal and sector comparators where relevant) to identify how product/activity fundraising outputs can be strengthened, and to inform new and improved approaches.
- Ensure high-quality thanking and stewardship of IGL supporters, balancing a systematic, scalable approach with a personal touch.
- Protect and enhance the reputation of JW3, representing the organisation in a professional manner to all stakeholders, and acting as an advocate for the work of JW3

This role description is not exhaustive or all encompassing. Certain elements of the role may change from time to time, without altering the core premise of the role or the level of responsibility involved. This information will be reviewed and updated as and when appropriate, in consultation with the post holder, to reflect appropriate changes.

PERSON SPECIFICATION

Essential Skills & Experience

- Extensive track record of Individual Giving (IG) fundraising
- Experience in setting-up and delivering new IG campaigns/products
- Experience in evaluating IG campaign/products success and making or proposing improvements
- Track record of developing and implementing a range of supporter journeys
- Experience of personally delivering high-quality supporter care
- Strong numeracy skills and able to extract insight from both quantitative and qualitative data
- Excellent attention to detail
- Highly organised, with a methodical approach to structuring and delivering work
- Ability to navigate competing priorities and manage time-sensitive issues in a calm, professional manner.
- Demonstrable understanding of how to operate in compliance with GDPR and other relevant legal and ethical frameworks.
- High level of IT proficiency (including Microsoft Office software); confident in use of CRMs.

Desirable Experience

- Expertise in legacy fundraising
- Experience of setting-up and/or running a friends/membership scheme.
- Direct knowledge of fundraising in cultural and/or Jewish organisations
- Experience in working with external suppliers/agencies on IG or legacy campaigns/deliverables

- Strong experience of working cross-functionally (i.e. with Marketing and Communications) on programme design and delivery
- Experience of deploying project management tools to support roll-out and delivery of complex, multi stakeholder projects

Personal Qualities

- Approachable and able to engage positively with others, building and maintaining strong working relationships
- An affinity with JW3's vision and mission
- A proactive and flexible approach to their work