

Individual Giving Manager

Role:	Individual Giving Manager
Reporting to:	CEO
Based:	Islington, London EC1 (Home or blended working considered)
Remuneration:	£17,000 per annum (£34k for full time equivalent)
Hours:	Part-time 18.75 hours (37.5 is full-time) with flexible working considered

The Organisation

OCD Action is the UK's leading charity that supports the OCD community. We offer a range of support which includes a helpline, a support network, information provision, guidance, a youth service, an annual national conference, as well as leading policy and campaigning work.

OCD is debilitating, isolating and destroys lives, but it is treatable.

OCD Action exists because it takes 6-7 years on average for people affected by OCD to get the treatment that they need. We have a vision of a time when OCD is well understood, and everyone gets the treatment and support they need, when they need it. With the OCD community, we are fighting for this. Until that day arrives, we are working to ensure everyone affected by OCD has access to high quality support, information, and guidance.

The Role

OCD Action is a well-established charity in its 28th year. This is an exciting opportunity for an experienced Individual Giving Manager to work with the charity's CEO to shape the new fundraising strategy and approaches to donor acquisition and stewardship, in order to meet OCD Action's income targets for 2022/23 and beyond.

As our Individual Giving Manager, you will be developing and implementing effective plans for Individual Giving, Regular Giving, In Memoriam, Legacy Giving, Campaigns and Appeals as well as managing our Challenge Events.

Ideal Candidate

The ideal candidate will be an experienced Individual Giving professional with the drive and passion to grow OCD Action's unrestricted income. They will have the skills, knowledge and experience to work with internal and external stakeholders, including excellent written and verbal communication abilities. As well as having a proven track record of developing, delivering and monitoring Individual Giving programmes both online and offline, managing CRMs (preferably Donorfy) and analysing data to ensure all fundraising activity is fully data driven.

You will be comfortable working in a small team and be as happy thinking strategically as taking on day-to-day delivery tasks.

Responsibilities:

Key tasks and responsibilities

Donor Engagement

- Devise and deliver an Individual Giving programme (that runs online and offline) – the programme will maximise supporter engagement, donor acquisition, increase income and long-term giving
- Develop and improve our donor journey ensuring all donors are effectively supported by regular communications and stewardship to support long lasting relationships
- Ensure all donors are appropriately thanked
- Develop fully costed, data driven, innovative campaigns to engage new and existing donors, in order to meet our income targets
- Work with the Communications, PR and Engagement Manager and Services Managers to source and produce strong case studies
- Produce engaging fundraising copy
- Support and when needed lead on the delivery of fundraising events to engage donors.

Data Management

- Ensure our Donorfy CRM system is accurate and up to date to enable OCD Action to analyse supporter behaviour and steward supporters
- Ensure all income is accurately recorded on the CRM including Gift Aid (where appropriate)
- Take the lead on analysing our data and segmenting it appropriately
- Ensure all fundraising activity is fully data driven and reviewed
- Provide regular performance reports to the CEO and Trustee Board.

Challenge Events and Legacy Giving

- Steward fundraisers who are completing challenge events and other activities, to ensure they are fully supported, and that income is maximised for OCD Action
- Proactively seek out opportunities for Community and Events Fundraising in order to increase income in this area
- Liaise with legacy donors in an appropriate and professional manner
- Develop and implement a new Legacy Giving programme.

General

- Engage closely with colleagues within the organisation to maximise organically emerging opportunities in order to build new income streams
- Ensure individual giving activity is compliant with relevant charity and other statutory legislation and conforms to Fundraising Regulator requirements
- Ensure compliance with General Data Protection Regulations
- Work within OCD Action's policies and procedures, and, if required, contribute to their ongoing review and updating
- Fully participate in the core activities of OCD Action, including team meetings, annual conference and other events, our annual Week of Action, and contribute to our newsletter and website
- Undertake other duties, appropriate to the role and to the needs of OCD Action, as directed by your line manager or other senior management.

Person Specification

Experience		
Relevant experience of the development and delivery of individual giving and/or direct marketing programmes within a charity	Essential	
Experience of using CRM in a small / medium charity (for example Donorfy or Beacon) for data analysis and reporting	Essential	
Experience of independently writing a compelling and persuasive argument to build a case for support	Essential	
Experience of working in a mental health setting		Desirable
Significant experience of networking and relationship management		Desirable
Education		
Have related training or qualification or experience	Essential	
Skills		
Highly skilled written and verbal communicator with an ability to build a compelling argument	Essential	
Strong numerical ability, data analysis and data management skills	Essential	
Planning and organising skills	Essential	
Able to build effective relationships with donors and colleagues alike	Essential	
Ability to develop and implement creative solutions to maximise opportunity		Desirable
IT skills – Windows-based and other software programmes, including social media, mass mailing applications etc.	Essential	
Knowledge		
Knowledge of the mental health sector		Desirable
Strong knowledge of Individual Giving	Essential	
Understanding of contemporary fundraising techniques and a genuine desire to innovate	Essential	
A good understanding of General Data Protection Regulation	Essential	
Values and Attributes		
Demonstrates an understanding of and commitment to the charity's core values	Essential	
Committed to our mission and to a high standard of ethics in fundraising	Essential	
Compassionate	Essential	
Resilient	Essential	
Driven to achieve excellence	Essential	
Creative and Entrepreneurial	Essential	

Equality and Diversity

Equality is core to our organisational mission. We are fighting for equality of access to treatment for everyone affected by OCD, ensuring everyone gets the support and treatment they need, when they need it. We aim to lead by example. We believe that diversity drives improvement and creativity. This fosters the environment needed to ensure we can do and be the best we can for the OCD community. So, we are working hard to create diverse and inclusive teams and environments in which we can constantly learn. We are excited for what we can achieve when we work together.