# Job Description

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Individual Giving Lead</th>
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</thead>
<tbody>
<tr>
<td><strong>Department:</strong></td>
<td>Fundraising and Communications</td>
</tr>
<tr>
<td><strong>Unit/Team:</strong></td>
<td>Voluntary Funding and Communications</td>
</tr>
<tr>
<td><strong>Grade and Salary:</strong></td>
<td>Contract Type: Permanent</td>
</tr>
<tr>
<td><strong>Location:</strong></td>
<td>UK or Kenya</td>
</tr>
<tr>
<td><strong>Budget Holder:</strong></td>
<td>Yes ☐ No ■</td>
</tr>
<tr>
<td><strong>Accountable to:</strong></td>
<td>Head of Voluntary Funding and Communications</td>
</tr>
<tr>
<td><strong>Oversight/supervision:</strong></td>
<td></td>
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<tr>
<td><strong>Matrix Reports:</strong></td>
<td>Communications and Fundraising Coordinator</td>
</tr>
<tr>
<td><strong>Operational Remit:</strong></td>
<td>Global ■ Regional ☐ Country Specific ☐</td>
</tr>
<tr>
<td><strong>DBS (CRB) / Police Check:</strong></td>
<td>Yes ☐ No ■</td>
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## Job Role

The Individual Giving Lead raises unrestricted income from donors (gifts below US$1,000). He/ she will be responsible for planning, managing and delivering the income and expenditure of multi-channel multi-country campaigns for donor acquisition, cultivation and stewardship. The role holder will develop and implement the organisation’s individual giving strategy and plan that results in supporter retention and increased giving, with a focus on growing Ol Pejeta’s monthly giving program. Lead on growing the existing individual giving supporter base. The Individual Giving Lead will work with the Communications team to maximise impact of global campaigns.

The IG Lead will also be responsible for the ongoing monitoring, continuous improvement and success of your campaigns that provides unrestricted income, crucial to our future growth as an organisation.

**Responsibilities include:**

- Work with the Head of Voluntary Funding and Communications to develop and implement the new strategy for increasing income across all individual giving streams
- Manage Ol Pejeta’s individual giving campaign(s) in order to maximise returns from existing donor base and securing new donors
- Be a key player in achieving the annual targets agreed for all areas of individual giving
- Prepare detailed income and expenditure reports for each area of activity, and interpret data in order to measure effectiveness and return on investment
- Assist the Head of Voluntary Funding and Communications with preparing the annual budget. Prepare quarterly forecasts for individual giving income and report monthly on performance against targets
**Job Description**

- Provide expertise and guidance on all matters relating to gift aid, including maximising income and work closely with the Ol Pejeta UK team to ensuring gift aid declarations are accurately made and stored.
- Working with the colleagues who support communications activities to produce strong and compelling fundraising materials for a wide range of channels and media.
- Effective management, professional support and personal development of the Individual Giving Team.
- Increase levels of supporter engagement, retention and stewardship.
- Work with the team to develop and implement a stewardship programme including regular newsletters, mailings and on-line activity.
- Explore and test new methods for donor recruitment and increasing unrestricted income.
- Lead on the growth and delivery of the Rhino Guardian / monthly donor programme(s).
- Provide support to ensure successful fundraising events.
- Work collaboratively across teams to help generate leads for corporate, challenge events and major donors.
- To perform any other reasonable tasks as requested by the Head of Voluntary Funding and Communications.

### Areas of Responsibilities

<table>
<thead>
<tr>
<th>1. Strategic Leadership &amp; People Management</th>
<th>Key Activities</th>
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<tbody>
<tr>
<td></td>
<td>Contribute to develop a team culture that values collaboration, diversity, inclusion, openness and honesty within the department and cross functionally;</td>
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<td></td>
<td>Work closely with the Head of Voluntary Funding and Communications to ensure budget planning, management and reporting of resources assigned to the team;</td>
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<td>Make data-driven recommendations for content to increase action-rates for fundraising;</td>
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<td></td>
<td>Contribute to the development of the annual plans, KPIs and budget and reporting thereof;</td>
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<td></td>
<td>Contribute to the development of the 2030 strategy;</td>
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<td>Matrix and/ line manage staff</td>
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<tr>
<th>2. Specific Duties</th>
<th>Strategy, Acquisition and Revenue Generation:</th>
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<tr>
<td></td>
<td>Work with the Head of Voluntary Funding and Communications to develop and implement an Individual Giving strategy that recruits, retains, andreactivates supporters, maximising their lifetime value and deliver a high quality supporter experience based on deep insights and data, with a focus on regular giving and annual one-time donors that give up to $1,000, whilst ensuring alignment with the strategies for donors &gt;$1,000</td>
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<td></td>
<td>Set and manage the IG objectives and KPIs, based on annual targets and providing reports, forecasts, according to Ol Pejeta’s planning and reporting cycles, on income and expenditure</td>
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</table>
## Job Description

- Develop long term sustainable income from identifying the audiences, channels, products and messages to maximise effectiveness in fundraising and proactively manage revenue pipelines.
- Work with the Head of Voluntary Funding and Communications to contribute towards innovating, developing and managing of a range of global fundraising projects designed to maximise supporter acquisition, retention and donor engagement and donor journey in a cost-effective way - specially focussed on monthly giving and annual one-time donors up to US$1,000 and programmes: adoptions, child scholarships etc.
- Work with the Head of Voluntary Funding and Communications to develop structured appeals that inspire people to donate.
- Develop, implement and manage initiatives for supporter recruitment strategies such as direct mail, digital etc., with particular focus on markets Ol Pejeta works in to grow fundraising.
- Develop new fundraising ideas to ensure a strong individual giving portfolio avoiding over reliance on any one income source.
- To maximise the fundraising effectiveness and profitability, working with other Fundraising and Communication teams.
- Develop and maintain systems, business processes, policies and standards that support the delivery of individual giving programmes and excellent supporter experience.

### Supporter Stewardship:

- Develop supporter care including responsive and prompt donor care and stewardship throughout Ol Pejeta’s initiatives.
- Lead, together with the Head of Voluntary Funding and Communications the CRM team a comprehensive intelligence bank of donors’ insights to ensure highly targeted activity to increase levels of supporter engagement.
- Work closely with the Communications team to develop and implement bespoke donor programmes including regular newsletters, mailings and on-line activity.
- Provide focus and prioritisation of calendar activities followed up by rigorous evaluation and review of financial and supporter engagement value.
- Ensure innovation in and enhancement of the defined stewardship processes, updating and maintaining the stewardship manual as standard practice for the organization.
- Ensure fundraising projects/programmes are effectively meeting performance standards of quality supporter care, accountability and timeliness and thereby sustaining and growing income as efficiently and sustainably as possible with special focus on those donating <$1,000.

### Capacity Building:

- Build the capacity of the Adoptions Associate, Fundraising and Communications Coordinator, CRM staff on the process and development of personalized thank you letters for Individual
### Job Description

**Giving through Salesforce and effective donor cultivation and stewardship strategies**
- Update and maintain a stewardship library of tools to use: in particular standardised ‘Thank You’ letter templates and certificates of appreciation – Corporates / In Kind
- Lead the automation and update of the thank you processes on the CRM for under $1,000

**Other Duties**
- Systematically ensure all materials produced are accurate and compliant with relevant data protection and gift aid legislation.
- Undertake all activities in line with best practice standards and processes as set out by the Institute of Fundraising and industry regulatory bodies
- Provide thought leadership in keeping abreast of all developments in Individual Giving and community fundraising legislation and regulatory control
- Ensure all activities and relationships are tracked consistently through effective use of the CRM system
- To ensure the provision of advice on charity law and best practice in public fundraising and to ensure that we adhere to best practice in fundraising regulation including GDPR
- Be the expert of public fundraising within the Fundraising team, based on experience, expertise and all-round up-to-date knowledge of the trends and opportunities in the sector
- Represent Ol Pejeta in external fundraising networks and benchmarking with peer organisation to ensure key fundraising trends and implications are understood for the organisation;
- Support the development of new ways of working and the implementation of a newly reformed and modernised fundraising products and operations within the organisation.
- Other duties which may be required from time to time

**Digital Fundraising**
- Working with the Communications team, help develop content and design online campaigns, launch and manage campaign pages;
- Make suggestions for improvements to Ol Pejeta’s current online donation platform or alternatives;
- Explore peer-to-peer fundraising opportunities and support donors in leading their own online fundraising efforts;
- Work closely with the Data Officer to track progress and report on the success and impact of fundraising campaigns.

**Administrative Duties**
- Work with the Funding Data and Insight Analyst on IG data analysis and reporting to ensure measurement of performance, results/ impact against indicators;
- Provide management and guidance to direct reports, in order to ensure that IG team KPIs and objectives are met and that direct reports each have a clear personal development plan.
### Job Description

- Effectively matrix and/line-manage the Individual Giving team and ensure individuals are appropriately resourced, informed and supported in order to deliver sustainable net income growth in Individual Giving and to perform at their best of their ability.
- Contribute to planning, budgeting and monitoring processes for the team;
- Work with the Communications and Fundraising Coordinator to ensure Communications Calendar is maintained and up to date.

### Education, Language & Qualifications

- BSc degree in Communications, Marketing, Business Administration, Public Relations, International Relations, Law, English, Journalism or any other related field;
- Excellent verbal and written communication skills in English, ability to inform and engage through written communication.

### Essential Knowledge, skills and Experience

- Proven expertise and experience of developing and delivering individual supporter fundraising strategies acquired in large charities.
- Proven expertise of leading financial management of revenue and expenditures in planning, forecasting, and financial key performance indicators within the Individual Giving function.
- Extensive experience of complex project or programme management, the successful delivery of objectives to time/budget, including engagement strategies and journeys that are optimised for income generation across different channels.
- Substantial background in leading donor stewardship programmes in recruitment and retention, and proactive lifecycle management.
- First class ability of interrogating data and databases, donor profiling, analysis and interpretation of results/trends to inform strategy.
- Proven experience of CRM practices and application, digital marketing and mass marketing campaigning and audience segmentation and use of data analytics.
- Demonstrable experience of inspiring a team to deliver income growth, driving the changes required and championing public fundraising, as well as developing staff.
- Experience in raising funds in the European markets;
- Knowledge of regulatory environment for fundraising in the UK from individuals including data protection, Gift Aid and fundraising codes of practice and regulation;
- Excellent written and verbal communication skills, with a fluent writing style and the ability to communicate effectively in a wide range of media and audiences;
- Ability to work across teams and departments in a collaborative manner and to proactively engage colleagues on projects and initiatives;
- Exceptional interpersonal skills, and able to influence/persuade a wide range of stakeholders;
- Able to act with tact, diplomacy and confidentiality and deal with sensitive issues;
### Job Description

- Be self-motivated and proactive going above and beyond the call of duty;
- Willingness and ability to be on call out of hours, to accommodate communication with followers/supporters in different time zones across the globe;
- Willingness to work on weekends and out of hours as required.

### Desirable Knowledge, skills and Experience

- Relevant qualifications in fundraising and communications;
- Ability to work autonomously, to tight deadlines with excellent communication and analytical skills;
- Strong interest in environmental issues.

### Competency Profile

<table>
<thead>
<tr>
<th>Leading Organisation</th>
<th>Strategic Perspective</th>
<th>Demonstrate alignment of the Organisation’s strategic priorities and goals.</th>
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<tbody>
<tr>
<td></td>
<td>Change Management</td>
<td>Uses effective strategies to facilitate organisation change initiatives and overcome resistance to change by involving others, listening and building commitment.</td>
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<tr>
<td></td>
<td>Decisiveness and Agility</td>
<td>Prefers quick and appropriate actions in many management situations, able to adapt and respond to fast changing eco system/environment</td>
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<tr>
<td>Leading Teams</td>
<td></td>
<td>Attracts, motivates, and develops high performing teams.</td>
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<td></td>
<td>Building Collaborative Relationships</td>
<td>Builds productive working relationships with co-workers and external parties, whilst valuing diversity (gender, race, culture).</td>
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<tr>
<td></td>
<td>Communication</td>
<td>Expresses ideas clearly and concisely; disseminates information about decisions and plans proactively.</td>
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<td>Leading with Purpose and Credibility</td>
<td>Acts in accordance with stated values; has strong commitment to develop, promote and practice team culture values.</td>
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<tr>
<td>Innovation and Taking Initiative</td>
<td>Takes charge and proactively seeks new ideas, experiments with new processes/practices that capitalizes on opportunities</td>
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