



Individual Giving and Legacies Manager

Reporting to:	Head of Philanthropy and Partnerships
Direct reports:	Fundraising Assistant
Hours:	37.5 hours per week with progressive flexible working hours scheme
Location:	London (Hybrid working)
Salary:	£37k per annum
Annual Leave:	23 days plus bank holidays (increasing with length of service) plus additional flexi-time days off

Providing unforgettable breaks for nearly 60 years

Our essential short breaks boost wellbeing, rejuvenate relationships and brings disabled people and carers closer together. We create revitalising breaks filled with entertainment and new experiences, backed up by 24-hour expert care and much needed reassurance for our guests. Without Revitalise, some time away from the challenges of everyday life would simply be out of reach for many disabled people and their families.

At Revitalise, we like to come to work determined that the world is going to be a better place for people at the end of today than it was yesterday, and that we're going to help make that happen.

Your role

The Individual Giving and Legacies Manager will be a key member of the dynamic and multi-skilled Fundraising team, with responsibilities primarily



focused on delivering our Individual Giving and Legacies revenue streams. The candidate will also be responsible for managing and developing a Fundraising Assistant.

We are looking for someone with a passion to be in the Charity sector, who has solid experience in supporter engagement and the ability to tell a powerful story through a well thought out communications plan. This role requires someone with the creativity to find innovative ways to connect with our audience and grow fundraising revenue.

This role is an excellent opportunity for a passionate fundraiser to make their mark within the Charity, building upon a strong Individual Giving platform and leading a robust Legacies programme. The Manager will be responsible for implementing successful programmes for these revenue streams, making use of earned, owned and paid platforms. Digital marketing has become increasingly important in reaching supporters and this role would suit a candidate that has experience in this area and would like to grow within it.

The postholder will need a good understanding of ROI and lifetime value of supporter acquisitions, excellent communication skills (written & verbal) and a strong creative eye.

Due to the nature of a small fundraising team, the postholder would also be required to support colleagues with the delivery of local Corporate and Community relationships and may be required to undertake other appropriate duties and projects from time to time.

Objectives of Role

1. Lead Revitalise's **Individual Giving** and **Legacies programmes** and increase number of active and engaged supporters.
2. **Project manage** appeals and campaigns across multiple departments, delivering engaging & powerful stories and creative content across a range of channels and platforms (social media, print, PPC, newsletter etc).
3. Identify and implement opportunities to grow and evolve our Individual Giving and Legacies activity, delivering a better supporter experience and optimising the impact of our fundraising efforts.



Specific duties will include:

1. Line Management of a Fundraising Assistant.
2. Work closely with the marketing and communications department to develop integrated fundraising appeals across owned, earned and paid platforms that encourage donations amongst our warm supporters and connects with a cold audience.
3. Drive forward the Individual Giving and Legacies fundraising strategy to increase our database of donors and maximise current donor potential. This includes promotion of a range of individual support opportunities including challenge events or community giving propositions.
4. Deliver & implement audience communication plans that encourages donor retention.
5. Work with the Head of Philanthropy and Partnerships to devise and implement growth strategies including leading on digital marketing to acquire new supporters.
6. Regular deep dive into audience segments within our database to report back on appeal analysis, learnings and future opportunities.
7. To take accountability for accurate monthly projections and budgeting and provide clear narrative around performance drivers/future recommendations.
8. Work closely with the Fundraising Assistant to ensure our CRM system up-to-date, tracking all donors, communication and income generation
9. To undertake any duties that the Director of fundraising may reasonably require of the team.
10. To support a positive, high performing and collaborative team culture that demonstrates the charity's commitments and priorities towards its people through agreed ways of working and agreed processes.

Person Specification

We need you to use the application form or your CV and covering letter to give evidence of how you meet the requirements in each point listed below.



Experience

1. Experience in writing impactful and powerful stories to connect with different audiences.
2. Experience in developing and implementing robust acquisition strategies; including audience communication plans and digital marketing activity.
3. Project management of campaigns that run across both offline / traditional (CRM, print etc..) and digital (Social, CRM, Digital display, SEO etc..)
4. Using data, audience insight and analysis to successfully optimise messaging and campaign effectiveness across multiple channels and audiences, with a strong focus on print ROI and digital analytics.
5. Working within a target-driven environment and contributing solution-based ideas to ensure targets were met.
6. Organising a demanding and varied workload, planning work and projects and successfully completing these to set deadlines.
7. Building and maintaining constructive collaborative relationships with a variety of internal and external contacts to achieve identified objectives and outcomes.
8. Developing and maintaining processes, procedures and information systems to support the work of a fundraising team and align with overall strategy.

Skills, Knowledge and Abilities

1. High level of self-motivation and confidence.
2. Demonstrable understanding of effective line management and commitment to developing team members.
3. Understanding of the full media mix of with specific experience in digital marketing.
4. Understanding of the key elements of delivering a fundraising appeal across multiple channels from objective setting, campaign design partner briefing, data management, content sourcing and drafting and performance monitoring.
5. Genuine interest in working with Revitalise's client group.
6. Excellent attention to detail.



7. Understanding of how CRM databases work.
8. A demonstrable commitment to Revitalise's values in all personal and professional behaviours: inclusive, change-maker, passionate, caring, joyful, hardworking.
9. Experience of legacy marketing is desirable not but not essential

In addition, the following are required for this role. However, you do not need to address these in your application

- Willingness to work flexibly in response to changing organisational requirements.
- Willingness and ability to travel within the UK from time to time with overnight stays where necessary.

In the interview and selection process, we will be assessing candidates against the following competencies (you do not need to address these in your application form/covering letter).

Competency	What are we looking for
1. Caring and including	<ul style="list-style-type: none"> • Is passionate and professional about Revitalise's purpose to deliver a great experience for our guests • Strives to create a warm, supportive and enjoyable guest/customer and working environment • Seeks feedback to improve the team's services and champions improvement initiatives • Actively promotes equality, diversity and inclusion among colleagues and guests/customers.
2. Collaborating and influencing	<ul style="list-style-type: none"> • Shows self-awareness, empathy and manages emotions appropriately at work • Welcomes feedback to improve personal style and contribution • Collaborates well with other people • Networks effectively internally and externally • Shows sound oral communication and influencing skills
3. Understanding and doing	<ul style="list-style-type: none"> • Able to find and analyse relevant written and numerical information and use it to make sound judgements • Able to think strategically and make sensible decisions • Demonstrates the necessary technical skills and aptitudes at the level that are required for the role • Has good writing skills at the level required for the job



	<ul style="list-style-type: none"> Plans, organises and manages time well Demonstrates compliance and accountability
4. Change-making	<ul style="list-style-type: none"> Shows proactivity and initiative Demonstrates critical thinking - is prepared to challenge the way things are done to bring about improvements Is flexible and resilient in the face of new ideas, improvement and change Demonstrates innovation and creativity in service development and problem-solving Actively seeks to deliver efficiency and value for money
5. Leading and managing (for managers)	<ul style="list-style-type: none"> Demonstrates values-driven leadership Recruits and builds a high performing team Provides their team with clear direction and support Motivates, supports, enables and promotes the development and wellbeing of their team Manages the operational aspects of their function efficiently Takes responsibility for driving through organisational plans and priorities.

To apply

Please send your CV and a covering letter to applications@revitalise.org.uk by 6th June. It is important that your covering letter:

- explains why you are interested in this role and in working for Revitalise
- describes your experience and attributes against all the numbered items on the Person Specification for the role, giving us clear examples