



Job Description

Job Title:	Individual Giving and Legacy Manager
Reporting to	Head of Fundraising
Responsible for	Senior Individual Giving Officer, Individual Giving Officer, Legacy Officer and Digital Fundraiser
Location:	Hybrid – Home working and at least one day per week at Edinburgh Dog and Cat Home (usually Wednesday)
Salary and Terms:	£35,000 - £38,000 depending on experience Contract: Permanent Hours: 35 hours per week (including some out of hours and weekend working). Flexible working options available. Hybrid
Purpose of role:	Leading a high performing individual giving and legacy fundraising team to reach and grow income and opportunities in these income streams, the largest at Edinburgh Dog and Cat Home. This role is being advertised following the internal promotion of the role holder.

Duties and responsibilities

Animal Welfare

You will have occasional contact with animals and pet owners using our services as part of your role, so you must feel comfortable being around dogs and cats and have an understanding and empathy for animal welfare and societal issues that pet owners may face.

Legacy

- Management of the Legacy income stream, and overseeing the relationship with Legacy Voice.
- Support the Legacy officer to develop and deliver the Home's legacy giving programme.
- Building and growing relationships and identifying any potential legacy donors.
- Deliver the legacy marketing strategy to maximise reach and awareness of legacy giving.

Individual Giving

- Manage the individual giving function, providing support to the team to develop and deliver individual giving schemes for the Home including (but not limited to) regular giving, Kennel/Pen sponsorship, Memory Trees and all In Mem gifts etc.
- Support the Individual Giving Officers with planning fundraising campaigns for the Home including but not limited to our annual Winter appeal.
- Manage the digital fundraising function, providing support and guidance to the digital fundraiser to develop and deliver on digital challenges, third party fundraising, crowdfunding campaigns and shop and support initiatives.
- Manage the face to face fundraising programme, working with agencies and in-house colleagues as appropriate to deliver ambitious long term fundraising goals.
- Manage the telephone fundraising function, working with agencies and in-house colleagues as appropriate to support all fundraising income streams and maximise donor stewardship and income generation.
- Oversee the development and delivery of lottery giving for the Home.
- Support with the planning and attendance of donor cultivation events.
- Meet agreed KPIs and income targets as directed by the Director of Income and Engagement and Head of Fundraising.

- Facilitate site tours for prospective, new and existing supporters to maximise support and engagement for the Home

Supporter Care

- Work with the supporter care and fundraising administration function for the fundraising department, ensuring staff and volunteers are providing first class and timely donor support.
- Support the Head of Fundraising and Supporter Engagement Officer with the development of donor journeys for the fundraising function, liaising with relevant colleagues to secure support and buy in to the process.

Communications

- Identify opportunities to maximise promotional activities in relation to legacy and individual giving fundraising.
- Contribute to the Home's newsletter, email marketing and annual report to ensure fundraising activities and support are being represented accurately and consistently.
- Working with fundraising and comms colleagues, ensure the Home's brand, key messages and tone of voice are being consistently represented across all fundraising materials and activities

Administration

- Ensure CRM, Teams and other key administration programmes are used by all direct reports according to best practice to ensure key data and projects are recorded in an accurate and timely manner.
- Ensure that all allocated fundraising activities fall within current data protection legislation, charity law and sector best practice guidance.
- Utilise and encourage effective recording systems for information, monitoring and evaluating all fundraising activities.

Finance and reporting

- Monitor all activities within remit to achieve a good return on investment and are delivered within budget and achieve target income for managed income streams

- Provide reports and updates to the Head of Fundraising and Director of Income and Engagement on key activities and performance of the IG & Legacy team.

Management

- Directly line manage the individual giving and legacy team members.
- Hold regular one-to-one well-being and support meetings with direct reports ensuring direction and feedback and allowing a safe space for new ideas and creativity.
- Identify team’s training and support needs and plan and budget accordingly.

Other Duties

- Building and maintaining excellent relationships with partners, including other charities, agencies, suppliers and supporters of the Home.
- Keep abreast of current sector specific legislation and best practice, sharing knowledge with colleagues as appropriate.
- Keep track of competitor activity and new ideas in the fundraising sector to develop new fundraising ideas for the Home.

Person Specification

	Essential	Desirable
Education and Training		Relevant fundraising qualification or training
Experience	<p>At least three years demonstrable experience in a related fundraising role</p> <p>At least one years’ experience managing a team</p> <p>Experience in developing and maximising relationships at all levels</p>	<p>Experience in developing and executing a fundraising strategy.</p> <p>Fundraising specialism in individual giving</p> <p>Fundraising specialism in legacy</p> <p>Managing volunteers</p>

	<p>Experience of leading on 360 fundraising campaigns</p> <p>Experience in managing and developing budgets</p>	
Skills and Knowledge	<p>Strong, demonstrable fundraising skills and knowledge</p> <p>Great attention to detail and a thorough awareness of the big picture always</p> <p>Exceptional oral and written communication skills</p> <p>Strong relationship management skills able to negotiate and influence key stakeholders</p> <p>Ability to motivate and lead with passion and determination and confidence to lean in to challenging situations</p> <p>Outstanding organisational and project management skills and able to understand and juggle demanding priorities.</p>	<p>Sound knowledge of CRM systems and how to use them to accurately manage supporter data</p> <p>Knowledge of how to plan and implement successful supporter journeys</p> <p>Knowledge of the legacy income stream</p>
Personal attributes	<p>Team player, but able to work independently</p> <p>Confidence in dealing with people at all levels</p> <p>Ambitious, determined, proactive and target driven</p> <p>Outgoing and positive</p>	<p>Interest and passion in welfare of dogs and cats</p>

	Approachable and open to hearing others' ideas and work requirements	
Other Requirements	<p>Fully computer literate with all Microsoft packages</p> <p>Willingness to undertake training if required</p> <p>Willingness to travel regularly for meetings and conference with occasional overnight stays</p>	Full driving license with access to own car