

Job Description & Person Specification

Job Title: Individual Giving Manager
Contract: Permanent
Hours: Fulltime (37.5 hours per week)
Location: London, Hammersmith with some opportunity for remote working
Salary: £36,000 - £40,000 per annum/plus benefits

About Starlight

We are the national children's charity dedicated to using the power of play to make the experience of illness and treatment better for children and their families.

At Starlight, we are passionate about protecting this time of play, championing its importance and defending every child's right to it. Our passion takes us to the bedsides of the some of the most poorly children in the UK who are in hospital, often without hope of leaving. We use the power of play to create a sense of escape from the difficult reality in which these children find themselves. To delight and distract, entertain and enlighten them. But, most of all, to restore a smile to their faces, making moments of light when the day is at its darkest.

We now work with hundreds of hospitals and hospices to provide play, distraction and entertainment services which help to improve mental, physical, social and emotional wellbeing, even in the most challenging circumstances. We also run programmes of events and experiences, which create opportunities for children and their families to build social connections. Through the work we do and the people we work with, we listen, learn, and share knowledge, working with others towards systemic change in the provision of play in hospitals.

Our Strategy and the Individual Giving Manager role

There has never been such an exciting time to join Starlight, our services are evolving and demand and reach for our hospital and hospice services is increasing, we have a new website, new donation portal, and have taken 7 new digital fundraising products to market over the last year. In June of 2021 we launched our new brand. Like most organisations we had to pivot and adapt across the last 18 months in response to the pandemic. We have achieved and learnt so much, so this coming financial year we are working to a new strategy. This will enable us to tailor and grow our fundraising in line with devising and funding new services, aimed to brighten the lives of even more children as they go through their treatment - against a backdrop of a stretched NHS and national care system. At the heart of our strategy is a real focus on building lasting, meaningful, and relevant relationships with our supporters, demonstrating the importance and value of the contributions that they make.

The role will see you lead on Starlight's individual giving products, working across the Public Fundraising Team to help recruit individual donors, and retain them and steward them appropriately. It requires an individual who can work with autonomy and demonstrate entrepreneurial skills to help innovate across the team, drive a collaborative way of working across the charity, and help the Fundraising and Marketing directorate to deliver an ambitious income plan for 2022-23 and beyond.



Key Areas of Responsibility

1. Support the Head of Public Fundraising to devise and implement Individual Giving fundraising activities and initiatives (on- and offline) in order to maximise on donor engagement, increase income and acquire longer term support in line with the Fundraising Strategy.
2. Have demonstrable skills in copywriting and proofreading, with great attention to detail, and a strong understanding of the impact of words, images and storytelling in order to deliver excellent IG campaigns.
3. Complete reviews of all activity to drive data-driven decisions to advance the IG programme.
4. Continue to develop supporter relationship journeys with the goal of increasing participation, engagement, income and ROI – this will be vital to the continued delivery of the programme as recruitment of new donors is limited.
5. Manage the Supporter Experience Coordinator to ensure supporters are stewarded and engaged with positive interactions
6. Work with the HOPF to identify new opportunities for testing donor acquisition through non-traditional methods including potential income growth from digital channels
7. Develop and work with teams across the organisation and with Third Parties to deliver streamlined, collaborative campaigns on time and to budget.
8. Work with the Digital Marketing Manager and Digital Fundraising Manager to input into the digital acquisition plan and subsequent stewardship of supporters.
9. Work with the SEC and Finance Team to monitor and report on income and expenditure, generating regular reports and iterative reforecasts
10. Work with the Data Manager to prioritise and establish systems and processes, analysis projects, and outline data flows for appeals and campaigns
11. Be an Individual Giving expert and champion
12. Have a drive to innovate for new and existing audiences, with an understanding of appealing to different audiences with different propositions
13. Continually test and learn to inform programme development.
14. Work in collaboration across the charity through project teams either as a project team member or manager.
15. Understand Charity and Data Protection Regulation legislation relating to digital fundraising and marketing.
16. Represent Starlight at meetings and supporter events.



Person specification

Requirement	Essential	Desirable	Evaluation
A successful track record in individual giving fundraising through on and offline channels, with strong knowledge of IG and DM fundraising mechanics, tools, and techniques.	X		A
Experience of monitoring and evaluating quantitative and qualitative KPIs, measuring impact and making recommendations for development.	X		I
Excellent communication skills – written and oral with the proven ability to write copy for appeals or external facing communications, negotiate and feedback to internal teams and external agencies effectively, a keen eye for detail, and ability to communicate with persuasion and credibility.	X		I
Experience of line managing staff, setting goals, and developing a team.	X		I
Extensive knowledge and experience of digital fundraising mechanics, tools, and techniques and of running digital fundraising campaigns.	X		I
Financial acumen, able to prepare and manage reports against budgets and identify the important information for upward communication.	X		I
Experience of using audience data insight to develop new programmes and products.	X		I
Managing external agencies	X		I
Worked on lead generation programs – (email, telemarketing leads, social media prospecting, surveys, hand raisers).	X		I
Have experience of working with a CRM system and be knowledgeable of relevant GDPR and Fundraising Regulations.	X		I
Pride yourself in taking a truly supporter centric approach to product design and development.	X		I
Enjoy being part of a small team where individuals thrive on working outside of their designated roles from time to time to get things done.	X		A
Be willing to work occasional weekends and evenings to help deliver supporter and fundraising events.	X		I
Experience of working with services teams, building mutual trust and respect that enables appropriate collaboration, and timely use of case studies and stories in fundraising activity.	X		I



Requirement	Essential	Desirable	Evaluation
Excellent organisation and coordination skills.	X		A
Solid IT skills (Microsoft Office) and the ability to work with databases	X		I

*I = tested at interview, A= tested via cv / supporting statement

What we offer

A unique opportunity to be part of an organisation that is passionate about using the power of play to make the experience of illness and treatment better for children and their families

A friendly, contemporary, open plan office environment just five minutes' walk from Hammersmith tube station with lots of shops, cafes and the River Thames on our doorstep.

A competitive salary and benefits package including 25 days holiday rising to 30 days with service; employee assistance programme; life assurance; season ticket loan; ride to work; auto enrolment pension; Vitality healthcare cover.

To apply

Please email your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role, to our recruitment partner, Stuart Milliner, at The Talent Set, on stuart@thetalentset.co.uk. He will guide you through the recruitment process.

Closing Date: Wednesday 17th November 2021

First Interview: Week beginning: Monday 22nd November

Second interview: TBC



Additional Information

Diversity Policy Statement

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Starlight actively welcomes candidates from diverse backgrounds. If you are invited to an interview and need any adjustments made or have particular access needs please let us know at that stage.

Shortlisting

Starlight is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview on or before the dates in this document, please let us know on application if you have any difficulty with the dates. You will also be advised at this point if there will be any skills test, presentations etc. We may appoint to the role before the stated closing date if a suitable candidate is identified.

Employment Checks

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, enhanced DBS and two most recent references.