



**VISION STATEMENT: THE HIGHEST GOAL OF ALL WE DO IS TO BRING PEOPLE TO FAITH IN OUR LORD AND SAVIOUR JESUS CHRIST AND AN EXPERIENCE OF THE ABUNDANT LIFE THAT ONLY HE CAN PROVIDE.**

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	Individual Giving Manager
<b>RESPONSIBLE TO:</b>	Head of Fundraising
<b>DEPARTMENT:</b>	Department of Communications and Fundraising
<b>INTERNAL RELATIONSHIPS:</b>	Supporter Engagement Team; Communications Team; Operations and Resources Team; Supporter Services Team; Database Manager and Administrator; mission workers; mission trainees
<b>EXTERNAL RELATIONSHIPS:</b>	BMS supporters; major donors; corporate donors; volunteers; consultants
<b>LOCATION/TRAVEL TO:</b>	BMS Didcot and/or remote working with occasional UK travel
<b>JOB TYPE/HOURS:</b>	Full time, permanent
<b>GRADE:</b>	4b

## **JOB OVERVIEW**

**A key role in growing sustainable and diversified income through the development of BMS' individual giving programmes, to enable the delivery of our objectives to bring life in all its fullness to people living around the world.**

This role works with the Head of Fundraising and contributes towards BMS' fundraising strategy and fundraising goals by stimulating new and repeat donations from individual givers and leading on creative innovative fundraising campaigns and new fundraising product development for individual supporters.

This role manages the Individual Giving team which currently has two direct reports.

For this role, knowledge of BMS' supporter base and full support of its missionary and development work are crucial.

## **ROLE AND RESPONSIBILITIES**

### **1. STRATEGY AND PLANNING**

- Develop and deliver an annual Individual Giving strategy that reflects an understanding of BMS' typical supporter and their beliefs about giving as an expression of their faith
- Maintain an awareness of Individual Giving fundraising trends and best practice, responding to any legislation or regulatory requirement in the UK in order to continuously improve our income generating approaches

## 2. MONITORING, ANALYSIS AND EVALUATION

- Regularly assess and evaluate the performance of individual giving activities against agreed financial and non-financial objectives
- Prepare income and expenditure reports for each area of activity
- Manage an expenditure budget within own area of accountability and negotiate third party contracts where appropriate
- Working with the Database Officer and the Supporter Services Team, ensure that data is captured accurately for the purposes of segmentation, interrogation and interpretation of data trends
- Report regularly on progress against income targets and activity being taken to deliver outcomes/rectify under performance

## 3. INDIVIDUAL GIVING

- Manage and develop all individual giving fundraising products employing a range of retention and acquisition fundraising techniques aimed at increasing giving and individual donor lifetime value, including direct marketing campaigns and BMS' regular giving, major donor, community fundraising and events programme
- With your team, promote the highest level of supporter care at BMS, including spearheading processes to improve supporter retention rates
- Lead the creative process working with communications and marketing colleagues to produce strong and compelling fundraising materials for a wide range of media and channels
- Plan and participate in supporter engagement events throughout the year. Represent BMS and its mission, leading prayers and devotions and events, and building in individual giving asks, where appropriate.
- Work collaboratively across teams to help generate leads

## 4. LEADERSHIP AND MANAGEMENT

- Manage and develop the Individual Giving team, which currently has two direct reports to achieve specific financial targets.
- Work within a team and cross functionally with other teams to achieve shared objectives
- Work and line manage in accordance with BMS values, policies and procedures

## 5. LEGAL AND COMPLIANCE

- Ensure all due diligence and compliance procedures are adhered to; all activity follows industry best practice, GDPR/PECR regulations, Chartered Institute of Fundraising Member Code of Conduct and the Code of Fundraising Practice.

## 6. OTHER DUTIES

- Participate in the development of organisational culture through prayer, staff away days, organisational events, training, and consideration for those we serve overseas and our UK supporter base
- Such other duties as your line manager may from time to time consider necessary and suitable
- Specific learning and development opportunities that support organisational development
- Specific learning and development as agreed with your line manager related to your role

# PERSON SPECIFICATION

## SKILLS, KNOWLEDGE AND EXPERIENCE

### Essential

Relevant fundraising qualification or the equivalent demonstratable skills

Individual giving fundraising experience in a charity or agency

Knowledge and understanding of individual giving fundraising techniques

Experience in developing and implementing appeals and/or campaigns

Management experience  
Excellent project management skills  
Good computer literacy (MS Word, Outlook, Excel)  
Good written and verbal communication skills, with a fluent writing style and the ability to communicate effectively in a wide range of media and audiences  
The ability to use initiative to resolve problems and create solutions to improve results  
Experience of meeting and exceeding fundraising targets  
Knowledge of data protection legislation, Gift Aid and Fundraising Regulator statutory requirements as they relate to a UK based fundraising office, particularly in relation to individual giving  
Experience of reporting performance against targets  
Experience of using data analysis in planning and decision making

### **Preferred**

Knowledge of Raisers Edge or similar CRM database, including ability to interrogate data and run complex queries and reports  
Knowledge of budget development  
Professional member of the Chartered Institute of Fundraising  
Some copy writing skills  
Understanding of Christian giving

### **PERSONAL QUALITIES**

#### **Essential**

Ability to communicate with people at all levels via telephone, letter, email and in person  
Ability to work effectively to deadlines and to adapt to changing priorities  
Ability to work effectively both independently and as part of a small team  
High standards of accuracy and attention to detail  
Enthusiastic and self-motivated  
Committed to outstanding supporter care  
Has the highest level of integrity and standard of excellence  
Committed to ongoing personal training and development  
Personal values in full support of BMS' mission, values and goals

### **SPECIFIC OCCUPATIONAL REQUIREMENTS**

The job-holder must have the right to live and work in the UK  
The job-holder must be a committed Christian, fully in support of the BMS vision statement

### **SAFEGUARDING**

A basic DBS check is required

### **APPROVED BY LINE MANAGER:**

**Date: 26/11/2024**

### **REVIEWED BY DIRECTOR:**

**Date: 26/11/2024**