



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

JOB TITLE:	Individual Giving Officer
RESPONSIBLE TO:	Individual Giving Manager
DEPARTMENT:	Communications and Fundraising
INTERNAL RELATIONSHIPS:	Supporter Engagement Team; Creative Content Team; Operations and Resources Team; Supporter Services Team; Database Manager and Administrator; mission workers; mission trainees
EXTERNAL RELATIONSHIPS:	BMS supporters
LOCATION/TRAVEL TO:	BMS Didcot and home working or fully remote working
JOB TYPE/HOURS:	Full time (35 hours/week)
GRADE:	5

JOB OVERVIEW

A key role in supporting sustainable growth of BMS' individual giving programmes and making BMS supporters feel valued.

This role is part of the Individual Giving Team, contributing towards BMS' individual fundraising strategy and fundraising goals. This includes project managing appeals, reporting of donor development and income, the development of new fundraising products, and participating in the ongoing creation of a culture of outstanding supporter care.

ROLE AND RESPONSIBILITIES

1. INDIVIDUAL DONOR DEVELOPMENT

- Project manage BMS' direct mail appeals – growing income through effective propositions and segmentation
- Be part of 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, devotions and events, and building in individual giving asks, where appropriate
- Work collaboratively across teams to help generate leads
- Promote the highest level of supporter care at BMS
- Respond to individual enquiries, requests and complaints from supporters
- Review donor journeys, retention and acquisition approaches
- Collaborate with team members on the development of donor journeys to improve retention rates

- Provide with your team members a highly personalised level of thanking for significant gifts, including handwritten cards and phone calls
- Work collaboratively across teams to ensure the smooth running of the individual donor thanking process

2. MONITORING, ANALYSIS AND EVALUATION

- Regularly assess and evaluate the performance of individual giving activities against agreed financial and non-financial objectives
- Actively seek to develop a continuous learning approach and ensure learning is applied to new projects
- Ensure the CRM database is updated with accurate donor information for the purposes of segmentation, interrogation and interpretation of data trends

3. 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
- Be an active member of the Supporter Engagement Team and the wider Communications department, contributing to planning, production and evaluation of other initiatives, including small events; join prayer times and devotions

PERSON SPECIFICATION

SKILLS, KNOWLEDGE AND EXPERIENCE

Essential

Customer service experience or donor engagement experience

Strong interpersonal skills and an ability to build effective relationships with supporters

Computer literate

Excellent technical skills

Experience in managing projects

Ability to work independently, self-taught, work under pressure and prioritise to achieve tight, competing deadlines across multiple projects, and work flexibly in a small multi-disciplinary team

Excellent written and verbal communication skills, including a mature and professional phone-manner

Ability to work with and use data

Preferred

Fundraising experience or experience working in a charity

Experience with a major database, including back-end functionality and reporting

Comfortable with datasets, including data-manipulation and analysis

Understanding of Christian giving

Experience in handling budgets

PERSONAL QUALITIES

Essential

Passion for fundraising

Dedication to achieving excellent supporter relationships

Mature, faithful and professional approach to the task and the team

Have the highest level of integrity and standard of excellence
High standards of accuracy and attention to detail
Take confidentiality seriously and appropriately
Work relationally and collaboratively
Ability to manage competing demands
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 sympathy with the BMS vision statement.

SAFEGUARDING

A basic DBS check is required.

APPROVED BY LINE MANAGER:

Date: 17/01/2025

REVIEWED BY DIRECTOR:

Date: 17/01/2025