JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Interim Individual Giving Manager (6-month contract)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department</td>
<td>Influencing and Engagement</td>
</tr>
<tr>
<td>Reporting to</td>
<td>Head of Marketing and Communications</td>
</tr>
<tr>
<td>Line Manages</td>
<td>n/a</td>
</tr>
<tr>
<td>DBS/BD/PVG:</td>
<td>Yes ☒ No ☐</td>
</tr>
<tr>
<td>Level of check required</td>
<td>DBS Basic</td>
</tr>
<tr>
<td>Location</td>
<td>Avonmore Road, London W14 8RR</td>
</tr>
</tbody>
</table>

About Independent Age

Independent Age is a national charity founded over 150 years ago. We focus on older people facing financial hardship, with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice, and purpose.

Our award-winning information and advice services offer free impartial and expert advice covering various subjects, such as money, health, care, and housing, and we use grant-making to build partnerships with organisations at a local and national level. Our policy, influencing and campaigning is focused on changing and influencing government policies so that older people facing financial hardship receive the benefits and government support they deserve.

At Independent Age we live by our values and EDI principles.

Our Values are that we are:

- **Purpose-driven** - the experience, needs and views of older people are central to everything we do
- **Compassionate** - we listen, care and take action
- **Expert** - our work is evidence-based and solution-focused
- **Collaborative** - we work in partnership to maximise our impact
- **Accountable** - we work with integrity and transparency
- **Inclusive** - we value diversity and always treat everyone fairly with dignity and respect
Our EDI Principles are that we will:

- proactively challenge ageism and all other forms of discrimination throughout all our work.
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong.
- develop our leaders so that they can act as role models and champions to our staff so they can embrace these principles and apply them in their work.
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not.
- ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery.
- commit to setting minimum target indicators for diversity and regularly review progress.
- collect data to enable us to track our progress.
- be publicly accountable and transparent about our progress.
- use our influence to proactively champion the principles of EDI internally and with external partners.
- continuously improve, adopt best practice and learn from and share with others.

**Job Purpose**

The Interim Individual Giving Manager will work closely with the Head of Marketing and Communications to manage the delivery of the current individual giving fundraising programme that is driven by data and insight, works in partnership with our agencies and is integrated with activity across the Influencing and Engagement directorate to deliver against the strategy. This role is crucial in ensuring the acquisition and supporter development strategies are delivered and is responsible for leading on acquisition and supporter development campaigns. The postholder will inspire supporters to help Independent Age enable older people to live well with dignity, choice, and purpose, including by supporting with an existing portfolio of challenge events.

**Key Responsibilities**

- With the Head of Marketing and Communications, contribute to and deliver the Individual Giving strategic framework - strategy, plans, budgets and KPIs.
- Manage supporter acquisition campaigns across a range of products and channels including digital, F2F, print and out of home.
- Project manage all acquisition and supporter development campaigns from concept through to execution including budget monitoring, briefing, creative development, sign off procedures, delivery, and invoice payment.
- Identify, prioritise, and appropriately respond to Individual Giving opportunities as these arise, ensuring that they are targeted, timely and compelling.
- Work with colleagues across Independent Age to develop strategic supporter journeys, ensuring that all supporters receive the highest possible standard of stewardship to maximise their value.
- Monitor campaign performance seeking continuous improvement of campaigns through research, testing and evaluation.
- Brief and manage relationships with relevant agencies, working closely with colleagues and suppliers to maximise income.
• Work with external suppliers to ensure data is managed efficiently and effectively working closely with internal stakeholders such as the data team for accurate recording on the database for source codes and results analysis.
• Assist with the stewardship of our participants in upcoming third-party challenge events, working alongside the Supporter Operations Manager.
• Work with the Marketing and Website Manager to market our events portfolio, including London Marathon.
• Demonstrate collegiate, empowering and inspirational leadership;
  ▪ Providing effective performance management of any reports with agreed objectives and development plans in place to enable them to perform their roles effectively;
  ▪ Effectively managing any budgetary or financial responsibility, embedding a culture of financial awareness and scrutiny;
  ▪ Maintaining compliance and adherence with all processes to ensure good governance.

General Responsibilities

• Undertake any other duties commensurate with the level of the role.
• Have fun and challenge yourself at work, model the charity’s values and abide by our policies and practices.
• Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination.
• Contribute to our fundraising effort by embracing opportunities to raise funds, to promote fundraising and to support the fundraising team.
• Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
• Use the charity’s resources efficiently and effectively to ensure that our financial resources are demonstrably used for the benefit of our service users.
• Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
PERSON SPECIFICATION

Essential:

- Experience of working in a fundraising/marketing environment, specifically direct marketing and using direct marketing techniques to recruit new supporters.
- Evidence of achieving annual fundraising targets, maintaining an acceptable ROI, and managing budgets.
- Project management, ideally management of large-scale acquisition direct marketing campaigns across a variety of channels.
- Evidence of managing the creative development of campaigns.
- Evidence of working effectively with teams and building relationships internally and externally.
- The ability to be flexible, diplomatic, and assertive.
- Ability to work on own initiative and be a self-starter.
- Ability to solve problems and identify opportunities, make decisions, and prioritise effectively as a manager.
- Excellent data analysis and insight skills.
- Excellent verbal and written communication skills, including strong numeracy.
- Excellent time management and the ability to work under pressure to prioritise, deliver, manage several projects and activities simultaneously.
- Knowledge of charity law, compliance and fundraising best practice particularly data protection, marketing consent and safeguarding.
- A demonstrable passion for, and affinity with, our cause.

Desirable

- People management experience.
- Experience with new product development.
- Experience with third-party and challenge events fundraising, including participant stewardship.