



<b>Job Description</b>	
Job Title:	Individual Giving Officer
Section:	Fundraising
Accountable to:	Head of Fundraising and Communications
Reports to:	Fundraising Manager
Salary:	£28,000 per annum
Location	Homebased/office

Dear Applicant,

Thank you for your interest in the Individual Giving Officer role we are currently advertising.

Homeless Oxfordshire is the largest homeless accommodation provider across the county. Not only do we provide accommodation at our 56 bed hostel but we have 144 beds across the local community in 24 properties offering a full range of support.

Our mission is to provide short term accommodation with access to high quality support and initiatives that enable people to have a safe space, in which they can begin to take control of their own lives and recover from homelessness.

Through the provision of a wide range of different types of accommodation, people will learn how to manage a tenancy, have improved self-esteem, a more positive self-identity and gain the skills that will enable them to move on, live and succeed with greater independence.

Before you start an application for this post, please ensure that you:

- Have read and understood the requirements of the role
- Can meet the expectations of the Job Description (page 2)
- Meet all of the essential criteria in the Person Specification (page 2)
- Read through and understood the Terms of Employment on page 4 of this document
- Are available for and able to take part in an interview (which will take place online) for the role during the week of 11<sup>th</sup> October should you be shortlisted.

## Main Purpose of role

The Individual Giving Officer works with the Fundraising Manager to deliver our individual giving program to maximise income from individual donors. With the support of the fundraising team, the post holder will work on both donor recruitment and retention activities, across several different income streams, including Regular Giving, and legacies and be championed to meet an income target of £300,000 in income annually. You will support the delivery of a calendar of fundraising campaigns and activities across digital and traditional channels, including direct mail, face to face, social media and email. The position requires someone with a can-do attitude who is both creative and analytical. You will have a passion for excellence in supporter care, and a strong team ethic in working across the Fundraising team and charity as a whole.

## Main duties and responsibilities

- To champion and role model kindness, compassion and understanding with all internal and external relationships.
- To develop a culture of support within the organisation.
- Work with the Fundraising Manager to deliver individual giving fundraising campaigns to recruit and retain individual donors across a range of offline and digital channels, including direct mail, face to face, email and social media.
- Support the Fundraising Manager to manage a range of external suppliers and agencies to ensure individual giving campaigns and activities are delivered to schedule and budget
- Put in place appropriate thanking and acknowledgment processes for all individual giving campaigns.
- Work with the Fundraising Manager to draft and deliver inspiring creative and content for individual giving campaigns
- Plan, execute and evaluate supporter journeys and donor stewardship activities to maximise donor retention and lifetime value
- Monitor campaign performance and report against target, highlighting any shortfall
- Work with the Fundraising Manager to develop our legacy proposition and to deliver legacy marketing campaigns and communications to warm supporters
- With the Fundraising Manager create a program of communications to regular supporters thanking them and where appropriate asking for an increase in gift.
- Build strong working relationships with colleagues across the charity to ensure the effective delivery of individual giving income streams Respond to donors' queries and responses that come in as a result of individual giving campaigns they have received With the support of the Fundraising Manager, manage a series of 'legacy events' to generate new legacy supporters. Follow up by telephone with attendees after the event
- Monitor campaign expenditure to ensure it remains within budget, including checking, logging and coding campaign invoices Keep abreast of UK fundraising trends and best practice, including the regulatory environment Attend and support on the day delivery of HO fundraising events as appropriate. TOIL will be given for working weekends and evening

## Person Specification

- Proven experience of working in a similar individual giving/direct marketing role.
- Engaging and persuasive communication, interpersonal and writing skills
- Experience of interpreting and managing data.
- Experience of using a CRM system (Raisers Edge equivalent)
- Knowledge of GDPR compliance
- Excellent organisational and time management skills with the ability to multitask
- Ability to cope with pressure
- Creativity, imagination and initiative
- Good teamwork, analytical and problem-solving skills
- Business awareness and a good knowledge of the charity sector.
- Ability to deal with information in a confidential manner and respond with sensitivity

- Flexible and non-judgmental approach to people and work.

### **Operational Requirements**

- An understanding of the sector, a commitment to the organisation and empathy with service users are also important. Charities need people who have the ability to cope with limited resources, seize opportunities and think creatively.
- The ability to handle numerical data may be required if the role involves budget management or fundraising, as well as political awareness and the ability to remain impartial, as many roles involve working in politically-sensitive areas.
- A full, clean driving license and use of a car, for the purposes of visiting organisations may be necessary.
- Report to the Head of Fundraising & Communications any safeguarding concerns without delay in line with procedures.
- Ensure IT systems are updated as required and concise record keeping is completed promptly.
- Strive for continuous improvement in customer satisfaction and feedback to the Head of Fundraising & Comms.
- Support user involvement and feedback
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this position.
- To ensure that Homeless Oxfordshire's Equal Opportunities Policies are complied with and promoted in carrying out duties of the post.
- To carry out any other duties and responsibilities commensurate with the post as required.

### **Health & Safety**

Under the Health & Safety at Work Act you have to ensure the Health & Safety of yourself and others who may be affected by what you do or fail to do. This includes colleagues, clients, public and contractors. The Act applies to all work activities and premises and everyone at work has responsibilities under it. You must co-operate with any work place Risk Assessments and draw any perceived problems to the attention of your line manager.

In addition to the general obligations of all employees under the Health & Safety at Work Act, you have a duty to undertake periodical review and Risk Assessments of your operational areas as it affects staff, clients, public and contractors.

The Risk Assessment includes all aspects of your responsibilities as covered by legislation. These Risk Assessments will be recorded and identified problems dealt within appropriate time scales. Records to be maintained of all work undertaken which is a requirement of Health & Safety Law.

***This job description accurately reflects the requirements of the job at the time of writing but may be subject to change from time to time to meet the changing needs of Homeless Oxfordshire.***

## Terms and Conditions of Employment

Position:	Individual Giving Executive
Reporting to:	Fundraising Manager
Location:	Can be hybrid working or from Head Office in Oxford. (if home based be expected to travel to HO twice a week minimum- this would
Salary:	can be discussed)
Hours:	up to £28,000 per annum
Holidays:	37.5 hours a week. (Core hours are 10am – 4pm)
Maternity allowance:	25 days a year + bank holidays
Pension:	Statutory provision
Any other benefits	Statutory Pension Scheme Cycle to work scheme, Access to an employee support line

Homeless Oxfordshire is an equal opportunities and disability-friendly employer. We guarantee to offer an interview to those with a disability who meet the minimum criteria.

This post will require a DBS check to be undertaken. Having a criminal record will not necessarily disqualify you from acquiring the post.

### How to apply

If you wish to apply, please submit your current CV and a cover letter as soon as possible to: [fundraising@homelessoxfordshire.uk](mailto:fundraising@homelessoxfordshire.uk)

Please ensure that you provide specific examples to demonstrate your competencies, achievements and skills addressing the specific criteria set out. We recognise that your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

Interview questions will be shared with shortlisted in advance of their interview and the interview structure will be discussed to ensure candidates feel comfortable and confident and able to be themselves.

If you would like an informal discussion with a member of the fundraising team to find out more about the role before submitting an application we encourage you to email: [fundraising@homelessoxfordshire.uk](mailto:fundraising@homelessoxfordshire.uk)

Interview dates to be confirmed.