**JOB DESCRIPTION**

**POST: INDIVIDUAL GIVING MANAGER**

**RESPONSIBLE TO: Head of Fundraising**

**Summary of Post:**

The postholder will be responsible for growing further our fundraising income and our supporter/donor reach.

In support of these programmes, you will also hold the lead responsibility for administrating and managing our Donorfy database.

**Key Responsibilities:**

* Build on existing successes to develop and deliver an individual giving strategy that will drive an increase in volume and engagement and maximise income potential, focusing on yearly targets and on long-term goals, including:
  + growing the Becket Patrons scheme and the Augustine Legacy Circle
  + devising campaigns to accelerate the acquisition of new supporters and strengthen the engagement of existing supporters using a range of distribution channels, touch points and relationships
  + planning a calendar of appeals
  + developing and managing contactless giving in the Precincts.
* Develop and deliver an annual programme of events, mailings and other communications designed to attract and thank supporters.
* Be the lead administrator for Donorfy to:
  + devise, monitor and evaluate individual giving performance, and identify resets for the strategy
  + oversee its use by the Fundraising Team and the Friends
  + verify and process Gift Aid claims from the database.
  + manage all the data on the system
  + cascade train colleagues on its use and liaise with Donorfy on future development of the system.
* Manage the finance and administration for the Fundraising Team:
  + Incoming donations including thanking and banking.
  + Reconciliations of fundraising income
  + Developing efficient processes for managing donor information and income
  + Producing reports as required by the Head of Fundraising or Senior Leadership team.
* Be the budget holder for this area of work to optimise expenditure and provide regular financial updates and reports to the Head of Fundraising.
* Collaborate closely with colleagues throughout the Cathedral organisation to build understanding and support for individual giving.
* Present reports on progress to Chapter twice a year

**Person Specification - Qualifications and Experience:**

* Degree level education or equivalent
* Experience of working as part of a fundraising team within the charitable sector, and ideally within the faith sector
* Experience of using a fundraising database, ideally Donorfy
* Demonstrable successes in raising money from individuals
* Understanding of supporter journeys, social media marketing and digital platforms
* Thorough knowledge of fundraising regulations and GDPR

**Person Specification - Personal Attributes:**

* Understanding of, and sympathy to, the aims and purposes of Canterbury Cathedral, its mission and ministry
* An interest in worship, heritage, music, or other aspects of Cathedral life
* Ability to prioritise and manage a complex programme of fundraising activities.
* Exceptional interpersonal skills with the ability to influence and persuade a wide range of stakeholders including donors, colleagues, senior management, Chapter and Friends
* Excellent written and verbal communication skills
* Strong analytical skills
* Ability to work independently and as part of a team.
* Adaptable, flexible and collaborative with a positive response to change

July 2023