**JOB PROFILE:** Individual Giving Officer

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| Mission Area | | Team | |
| Mobilisation | | Fundraising | |
| Position of Job in Organisation | | | |
| The Individual Giving Officer will report to the Fundraising Manager and will work alongside the Donor Relations Officer; Major Donors, the Church Engagement Lead and the Fundraising Innovation Lead, as well as the wider Mobilisation team. | | | |
| About Scripture Union in England and Wales | | | |
| Scripture Union is a national mission-movement the aims of which are to pioneer and create opportunities for children and young people to explore the Bible, respond to Jesus, grow in faith and become sharers of the good news of Jesus themselves. Our priority is to reach those who don’t yet know Jesus. In all its work, Scripture Union aims to care for children and young people, share God’s good news, and offer choices and opportunities, whilst being credible, relevant and inspiring. | | | |
| Vision of SU in England and Wales | | | |
| Our vision is of a new generation of children and young people who have a vibrant, personal faith in Jesus. | | | |
| Purpose of the job | | | |
| Working in partnership with key staff across the SU Movement, the Individual Giving Officer will manage our quarterly campaign mailings and individual donations, as well as the mid-level donor segment. | | | |
| Dimensions and quantities | | | |
| The most important dimensions and quantities for this job are:   * The role will report to the Fundraising Manager. * Growing income from individual donors through creative campaigns, ongoing relationship and regular giving. * Maintaining and growing income from mid-level donors through relationship and some bespoke mailings. * Working with the Fundraising Innovation Lead to explore new ideas for generating income from individual donors | | | |
| Key accountabilities | | | |
| The key accountabilities for this job are to:   * Take the lead in supporter retention, growing support through appeals and reactivating donors and cultivating stronger relationships with existing donors to maximise retention and ensure the best lifetime value * Lead on the Appeals and Connecting You fundraising programme and other fundraising activities * Maintain and grow relationships with mid-level donors to develop the giving profile of this segment of our support base. * Drive the internal review process, including copy writing, checking and proofreading to ensure that all agreed fundraising resources are of a high standard * Put forward new ideas for fundraising campaigns and work effectively with other team members to achieve agreed fundraising goals * Manage resources effectively, including both internal and external providers, to generate solid returns in investment from fundraising activities * Undertake other tasks and duties commensurate with the level of this job   In common with all members of staff, to:   * Further the aims and objectives of Scripture Union, working in accordance with its ethos * Be part of the prayer life and fellowship of Scripture Union, including staff prayers, days of prayer and worship, and staff conferences, which combine prayer, worship and strategy * Undertake personal development through study and reflection, work reviews and in-service training | | | |
| Educational and / or training qualifications and certificates | | | |
| The person appointed will have:   * A qualification in fundraising, formal training or significant experience in this area * A qualification or relevant experience in marketing, communications or data. | | | |
| Person specification | | | |
| The person appointed will:   * Be an experienced fundraiser who has a sound knowledge of the UK Christian marketplace and the attitudes and motivations of Christian donors. * Have a strong working knowledge of the church in England and Wales, across a range of denominations * Be an excellent communicator with a proven track record in project managing fundraising campaigns from concept to delivery. * Be creative and outgoing, willing to communicate with new contacts and build organisational relationships. * Be an enthusiastic team player and be competent at working effectively on your own as well as part of a team.   In common with all members of staff, the person appointed will:   * Be a committed Christian in sympathy with the aims and ethos of Scripture Union who has an active involvement in the mission of a local church * Seek to have a sound biblical understanding that is applied in daily living and encouraged in the lives of others | | | |
| Necessary technical / functional skills | | | |
| The person appointed will have:   * A fundraising background operating within a church or charity context (preferably Christian based.) * Proven track record in successful fundraising in church contexts * Ability to be a self-starter. Scripture Union’s strategy demands significant increase in fundraising income including from partner churches. * Skill in applying knowledge and understanding of key principles of fundraising with an ability to identify and maximise new funding opportunities as they arise. * The ability to work as part of a team but also to work on your own initiative under pressure and to tight deadlines. * Excellent interpersonal skills with the ability to build relationships internally and externally. * Knowledge of the regulatory environment (e.g. data protection regulations, Gift Aid rules and regulations, CIoF Codes of Fundraising Practice). * Demonstrable experience of collecting data from the database, producing ROI reports and analysing fundraising results. | | | |
| Required behavioural competencies | | | |
| Commitment to goals & values | Shows commitment in theory and practice to the objectives, values and goals of the movement | | |
| Self-control | Performs effectively and maintains stamina in stressful and difficult situations. Able to keep emotions under control when provoked or when faced with opposition or hostility from others | | |
| Analytical thinking | Analyses problems and identifies the key issues, which need action. Assesses a situation in a systematic way, identifying time sequences, setting priorities and drawing logical conclusions from the data | | |
| Relationship building | Works to identify, build and maintain positive long-term relationships with colleagues and contacts | | |
| Concern for impact | Anticipates and responds to the needs of others in order to achieve the required outcome. Develops and modifies approach to reflect the feelings, views and concerns of others in order to influence | | |
| Persuasion | Builds persuasive, convincing and appropriately formulated arguments | | |
| Developing others | Creates an open and supportive environment where people take responsibility and are actively encouraged. Listens, supports and identifies learning opportunities for others. Coaches, offers one-to-one mentoring and gives clear, honest and constructive feedback | | |
| Concern for excellence | Drives consistently towards improvement and excellence in all aspects of work | | |
| Results focus | Sets challenging yet realistic goals and objectives, focusing energy into striving to achieve them within agreed timescale | | |
| Thoroughness | Follows tasks through to completion with attention to detail and accuracy | | |
| Job profile updates | | | |
| Updated by: Rachel Warwick | | | Date: 21 October 2024 |
| Staff signatures | | | |
| Line Manager: | | | Date: |
| Employee: | | | Date: |
| Human Resources: | | | Date: |