

## Job Description

<b>Job Title:</b>	<b>Individual Giving Officer</b>
<b>Team:</b>	<b>Fundraising, Communications and Retail</b>
<b>Salary:</b>	<b>£31000.00 - £36000.00 per annum</b>
<b>Contract Length:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>Full time 35 hours per week</b>
<b>Reports to:</b>	<b>Head of Individual Giving</b>

### **Line Management and Budgetary Responsibilities**

*External reports: Face to Face Agency Lead, Face to face Fundraisers, Creative Agency partners.*

Mothers' Union is a global Christian movement working with people of all faiths and none to develop communities, strengthen families and advocate for change. Our members are active in 83 countries and work tirelessly to serve their communities to build a future where everyone thrives.

Founded in 1876, Mothers' Union is a women-led volunteer movement, with a membership of 4 million people around the world, 36,000 of whom live in the UK and Ireland. Based on Christian fellowship, members express their faith through action in their local communities, aiming to create a world where every individual can reach their full potential, by stopping poverty, injustice and violence.

### **Key working relationships:**

- Internal contacts: Development team, Retail team, Communications team, Finance team, B&I Membership.
- External contacts: Fundraising agency partners, Creative agency partners, Digital agency partners.

### **Job Purpose:**

You will be responsible for the implementation and day to day project management of the individual giving programme across our existing and new fundraising products, including our regular giving F2F activity, tribute funds and appeals programme. As part of a small individual giving team you will be working under the direction and authorisation of the Head of Individual Giving.

The Individual Giving team is responsible for income generation from individual supporters and members, using a range of direct marketing techniques via both online and offline channels. This is an exciting time of growth and opportunity for Mothers' Union and we are looking for an enthusiastic person to take on this challenge and join our successful team.

### **Key Responsibilities:**

- Assist in the implementation of Mothers' Union's fundraising strategy as defined by the annual Individual Giving fundraising budget and plan.
- To maintain professional standards whilst representing Mothers' Union, ensuring both the reputation of the charity and adherence to our fundraising standards are maintained.
- To ensure good communication with F2F agencies, internal team members and the public by making sure that external communication channels are kept up to date.
- To be the primary point of contact for all supporter enquiries and complaints related to face to face fundraising.

- Managing and inspiring members and volunteers to support fundraising activities.
- To be proactive in keeping up to date with industry trends and changes.

### **Fundraising Campaign Responsibilities**

- Manage weekly face to face agency meetings addressing all requests including material, content and welcome pack fulfilment requests.
- Manage the financial reconciliation process
- Lead on the creation of a face to face fundraiser training pack and presentation to keep fundraisers up to date on the work we do
- Management of in-house F2F Fundraiser training processes, including coordination of visits to Mother's Union projects.
- Production and presentation of induction and training materials for both in house and external teams (for example fundraiser training presentation, presenter and monthly fundraiser updates)
- Lead on mystery shopping and monitoring of the Individual Giving programme activity
- Manage any potential site clashes with external agencies working on Mothers' Union campaigns.
- Reporting daily, weekly and monthly fundraising results to the Head of Individual Giving.
- Reporting and analysis of face-to-face campaigns to inform future activity.
- Contribute to face to face strategic planning.
- Support the team with income processing, thanking and acknowledging donations during busy periods
- Assist the Head of Individual Giving in planning face to face expansion.

### **Community Fundraising Responsibilities**

- Creation and updating of any community fundraising material.
- Lead on any challenge events or wider individual DIY fundraising or organisational income generating events as assigned, meeting agreed targets set by the Head of Individual Giving.
- Provide Feedback, training and support to Diocese level fundraising activities through providing resources and training.

### **Monitoring and Reporting**

- Monitoring key KPI's
- To ensure that all activity is within budget and meets agreed targets set by Head of Individual Giving
- Ensuring compliance with Institute of Fundraising Codes of Practice, the Fundraising Regulator, GDPR, PECR and any other relevant regulatory bodies.
- Recording and responding to feedback from IoF Compliance Directorate, Internal teams, Mystery Shopping agencies, complaints from members of the public and site Reports.
- To ensure sign up form platforms are relevant and up-to-date, along with reporting key performance through the back end.

### **General**

- To manage projects, ensuring that they are delivered on time and meet agreed targets.
- Recommend targeting and testing strategies to improve performance of the programme and increase learning.

- Write creative and digital briefs, feeding into decisions on creative approaches, copy and all technical aspects of the direct marketing programmes
- Ensure all campaigns are fully compliant and are monitored regularly
- Ensure all campaigns are evaluated and learnings shared to improve future performance.
- Other duties as may be required to meet needs within the team.

#### **Education/Knowledge/Experience:**

- Experience of fundraising in the voluntary sector, with a focus on face to face fundraising, digital fundraising and individual giving product management.
- Knowledge of IoF Codes of Practice.
- Strong Project Management skills.
- Confident, clear and thorough communicator – both orally and in writing. This role will involve considerable training and support of the field marketing teams and Mothers' Union membership.
- A self-starter, capable of working both independently and collaboratively as part of a team.
- Commitment to assist other members of the team at busy times.
- Enthusiastic, determined and results focused individual.
- Confident and capable user of IT, including Word, Excel and PowerPoint.
- Flexibility in working hours and location, as per contract of employment.
- Direct Marketing channel experience (Online and Offline)
- Ability to collaborate with other team members.
- Attention to details.
- Ability to work with a diverse group of people with differing backgrounds and experience.

#### **Benefits**

- 25 days of annual leave (full time) plus up to 4 days of leave (full time) given at the discretion of Mothers' Union.
- Employer pension contribution of 6.5%.
- Enhanced maternity, paternity and adoption pay.
- Two volunteering days per calendar year.
- One away day per calendar year.
- Enhanced sick pay.
- Bereavement leave & Compassionate leave
- Season ticket loan.
- Cycle to work scheme.
- Employee assistance programme.
- Eye care voucher and an allowance towards glasses.

#### **Work Location/Hybrid Working Pattern**

This role will be based at our Head Office in central London. Mothers' Union operates a hybrid working model. Staff are required to work an aggregate minimum of 90 days per calendar year (pro rata for part timers) at our Head Office, Mary Sumner House in central London. Tuesdays are our anchor days where every staff member is expected to be at the office. The 90 days includes anchor Tuesdays. In addition, Thursday is a core working day where part time staff are expected to work, either at home or from the office as needed.

### **How to Apply**

If you are interested in this position, please apply by sending your **CV and a Cover Letter** to [ranjeewa.wickramasuriya@mothersunion.org](mailto:ranjeewa.wickramasuriya@mothersunion.org). The Cover Letter should clearly outline how your skills match the main responsibilities of the role. Please note – only applications with a cover letter, alongside a CV, will be considered.

### **Application Deadline**

The deadline for applications is **03 June 2025 at 5:00 pm**. Due to the number of applications we may receive, we will not be able to individually respond to each applicant. Kindly note, we will only be getting in touch with the applicants shortlisted for an interview. We aim to get in touch with the shortlisted candidates after the application deadline. We will be conducting interviews for suitable candidates as we go along and may fill the role before the closing date.

### **Equal Opportunity**

Mothers' Union is an Equal Opportunity Employer. We celebrate diversity and are committed to create an inclusive environment for all employees. You will be expected to ensure that the Mothers' Union's Equality, Diversity and Inclusion Policy is adhered to in all respects of the job.