



Job Title: Individual Giving Manager

Responsible to: Head of Fundraising

Responsible for: Supporter Engagement Assistant

Job purpose: To acquire new and engage existing individual supporters to raise unrestricted income for Health Poverty Action

Hours: Full-time (35 hours per week)

Salary: £34,301-38,165 (including London weighting)

Closing date: 9 am on Monday, 3 June 2019

Interview dates: Interviews Monday, 10 June 2019

Please note that due to the potentially high number of applications only shortlisted candidates will be contacted.

Please send your application form to: k.douglas@healthpovertyaction.org

BACKGROUND

Health Poverty Action works for health and global justice in partnership with people who have been marginalised and pushed into poverty.

We work with communities to help them demand their right to health, and to challenge the power imbalances that deny them their health rights. Our distinct approach can be summarised as a combination of three areas:

- **We approach health as an issue of social justice**
Health is a Human Right that many are currently denied. The greatest causes of poor health worldwide are political, social and economic injustices. This is a global scandal which causes unnecessary suffering on a massive scale.

We tackle these complex root causes of these injustices in two ways. Firstly, we work in partnership with communities to help them take back the power to improve their own health. Secondly, we campaign on a national and international level to change policy, and destroy unjust power relations.

- **We prioritise those missed out by others**
We believe in health for all, without exclusion. Development organisations tend to cluster together, which leaves large populations with almost no support

at all. People may be living in hard to reach areas, or are difficult to support for some other reason. We make these most neglected populations our highest priority.

- **We address the full range of factors which impact on health**
Health is a combination of physical, mental and social wellbeing. As well as strengthening health services we work on areas such as nutrition, water, sanitation, gender discrimination, and income generation. Tackling one cause of poor health in isolation can give the appearance of improving health in the short term, but tackling numerous factors together saves lives.

We are acutely aware of how our own power dynamics as an organisation impact on the people we work with, and we work in partnership with communities to create long term relationships built on trust.

We respect those we work with, and do our best to communicate this - we aim not to generate pity, but instead strive to give truthful accounts of social injustice and its causes. Just as we work to ensure policy makers and service providers are held accountable, we must repeatedly challenge ourselves to ensure we are accountable to the communities we serve.

Health Poverty Action currently has programmes in 18 countries – in Asia, Africa and Latin America – which benefit around two million people each year. And campaigns to tackle the root causes of poor health, and the global structures and policies that deny people their right to health.

JOB DESCRIPTION

Context of the role

Health Poverty Action has lots of exciting and ambitious fundraising ideas in the pipeline. Through leading on these – and incorporating your own ideas and expertise – you will be able to take our unrestricted fundraising to the next level.

You will have experience working across individual giving and we particularly welcome those with experience with digital acquisition and engagement. You will also have the flexibility to shape this role by developing your own initiatives. You will have a high level of autonomy in the work you do and how you deliver it – we are open to and welcome new ideas. There is also lots of opportunity to work on cross-cutting initiatives to engage new audiences with our small yet impactful fundraising team, as well as with our programmes and policy and campaigns staff.

You will also work alongside these teams on the stewardship and development of a range of existing supporters. This includes coordinating and creating compelling and outstanding print and digital communications and appeals throughout the year. There is a lot of scope to be innovative and maximise supporter engagement. You will be the critical driver of growing our individual giving fundraising and ensuring that more people worldwide are able to realise their right to health.

You will also line manage a highly-capable Supporter Engagement Assistant, and will need to be a considerate team-player who can inspire and lead by example.

Key responsibilities

In the continually changing environment in which we operate it is not possible to have fixed responsibilities, and this presents an exciting opportunity to really shape this role at Health Poverty Action. The following outline provides a view of the scope of the work, within which your strategies and priorities will be agreed with the Head of Fundraising.

Fundraising

- Recruit new regular givers through innovative and creative fundraising activities related to our programmes and policy and campaigns work with a focus on digital campaigns
- Lead activity to reach wider audiences, increasing the number of prospects for one-off gifts, regular donations, mid-level and future legacy giving
- Coordinate delivery of excellent stewardship and deepen engagement of existing individual supporters
- Work across teams of the organisation to maintain and develop supporter journeys and develop shared supporter audiences
- Budget, monitor, re-forecast and report Individual Giving fundraising activities
- Recommend, revise and implement plans as required to ensure targets are met and risks minimised
- Proactively keep abreast of the fundraising marketplace, identifying changes, trends, reacting accordingly and maximising potential opportunities
- Identify new ways to raise awareness of Health Poverty Action's brand with our target audiences

Supporter Communications

- Work with staff across the organisation to produce a range of high quality and engaging fundraising communications and appeals for new and existing supporters, both in print and online
- Managing relationships with relevant agencies and suppliers
- Maintain relevant website pages for fundraising and look for ways to improve individual giving through digital channels
- Maximize engagement and donations from our email supporters using Campaign Monitor

Database Management

- Extract, import and segment data, overseeing and ensuring the effective capture, management and use of our data
- Work with relevant colleagues to ensure that the database is well structured and used to its full potential, providing guidance to colleagues where necessary
- Produce regular reports and data analysis to monitor fundraising activity
- Strong understanding of Data Protection and changing landscape surrounding consent, staying well-informed of legislative changes
- Ensure all fundraising activity and data management is compliant with recent data protection policy

Fundraising Administration

- Oversee and support the Supporter Engagement Assistant with general administration of regular and one-off gifts, including donation processing, preparing and recording Gift Aid claims, and reconciliation with Finance Department
- Develop systems and procedures for the collating, reconciliation and production of detailed fundraising reports for auditing purposes

Other

- Be aware of all HPA work and developments across programmes and policy and campaigns, in order to identify stories and material for fundraising purposes
- Act as a representative of HPA when required and communicate its work in a passionate and professional way
- Manage own workload and set objectives and deadlines with the Head of Fundraising
- Undertake all other reasonable activity requested by the organisation

PERSON SPECIFICATION

The following provides an indication of the qualities we believe will provide a good fit, but not all suitable applicants will have all of these. If you would love to do the job, and believe you can demonstrate abilities that will enable you to succeed in the position, we would love to hear from you.

Essential

Skills & Experience

- Hands-on project management experience in generating, implementing and evaluating creative new ideas
- Experience managing and monitoring income and expenditure budgets
- Engaging, creative and effective communicator
- A successful track record of working to and meeting targets
- Understanding and knowledge of the importance of generating profile with, and income from, new audiences
- Experience in managing individual givers, including on and offline supporter journeys
- Outstanding copy writer with ability to produce and/or manage the production of engaging fundraising materials and supporter communications
- Knowledge of design, print and production processes and experience of working with relevant suppliers, including highly developed negotiation skills
- IT literate with excellent knowledge of Microsoft Office (especially Excel and PowerPoint)
- Experience of working with CRM systems (especially Salesforce)
- A good understanding of fundraising principles (Fundraising Regulator's Code of Practice)
- A good understanding of data protection issues and consent, and ensuring compliance

Commitment

- Passionate about and demonstrable commitment to Health Poverty Action's progressive values
- Ability to enthuse and inspire others to support Health Poverty Action's work

Working Style

- A warm, friendly and empathetic colleague
- Valuable and positive cross-organisational team player who supports and motivates colleagues
- Able to work well both individually and as part of a team

- Enthusiasm and flexibility to take on new tasks
- Willingness to take responsibility and initiative
- Excellent negotiation and diplomacy skills, with the ability to find ways of getting things done cross-organisationally
- Able to work fast, contributing to a friendly, inclusive and supportive environment of energy, enthusiasm and collective success
- Well organised and reliable, with exceptional attention to detail and accuracy

General

- Ability to think and plan strategically, both creatively and laterally
- Can work flexibly, solve problems, and adapt to rapidly changing demands and opportunities whilst retaining clear priorities and strategic focus
- Proactive and self-motivated, with ability to use own initiative
- Ability to handle pressure and tight timescales, meeting and monitoring deadlines and targets
- Can work in a multi-cultural context
- A good general education to degree level (or commensurate work experience in lieu of a degree)

Desirable Experience

- Digital acquisition and engagement
- Producing communications using InDesign
- Working with agencies on direct debit processing
- Strategic planning
- Campaign management of telephone fundraising campaigns, including working with external agencies/suppliers
- Mid-level and legacy fundraising
- Previous line management

TERMS AND CONDITIONS

Salary

Salary is £34,301 up to £38,165 (including London weighting).

Hours

35 hours per week. Evening and weekend work may sometimes be required, for which time off in lieu can be taken. Health Poverty Action believes in supporting flexible working as much as it reasonably can. Health Poverty Action is very committed to flexible working. We will consider applicants to work on a part-time and a flexible working basis where possible.

Holidays

25 days per year, plus the time between Christmas and New Year, plus English public holidays. An additional day leave is added for each two years completed service, up to a maximum of 3 days.

Pension

Staff are encouraged to join Health Poverty Action's pension scheme. Health Poverty

Action will match your contributions up to a maximum of 5% of gross salary (and subject to a minimum contribution of 3%)

Location

The post is based at Health Poverty Action's offices in Vauxhall (central London). Candidates will therefore need to either have or be able to acquire the right to work in the UK. The post may involve some international travel.

We actively support and encourage people from a variety of backgrounds, experiences and skill sets to join us and help shape what we do. We are particularly keen to hear from ethnic minority candidates.

Thank you for considering working with Health Poverty Action.