

Role Profile: Senior Individual Giving Manager



About you

An experienced fundraiser who wants to join a dynamic, growing team that is passionate about making the UK the best place to live for people with a learning disability.

What you will do

- Lead on development and implementation of Mencap's Individual Giving strategy, working closely with the Head of Public Fundraising to ensure work is integrated with wider team aims.
- Management of the Individual Giving team, consisting of two senior officers and a senior digital marketing specialist
- You will ensure the team are set up for success to deliver on the recruitment, retention and development of new and existing supporters across a range of products and channels.
- You will lead on the planning and delivery of a range of fundraising and stewardship campaigns ensuring campaigns are delivered on time and to budget, producing strong results against agreed objectives.
- You will combine strong budgeting and analytical skills, excellent sector knowledge, and an ability to communicate emotive and compelling messages that drive action and develop relationships with audiences that increase engagement and drive long-term value.

What you will bring

- Excellent leadership skills and the ability to coach a team to achieve shared goals and positive personal development.
- Ability to manage multiple projects, juggle priorities and work to deadlines.
- Ability to build strong, positive working relationships with internal and external stakeholders.
- Excellent financial and analytical skills.
- Enthusiastic, proactive and self-motivated.

Your knowledge & experience

- Extensive experience of Individual Giving and planning and delivering effective fundraising campaigns.
- Excellent project management skills.
- Experience of using data to gain insight and inform decision making.
- Experience of managing teams to achieve their goals.
- Experience of managing complex budgets.

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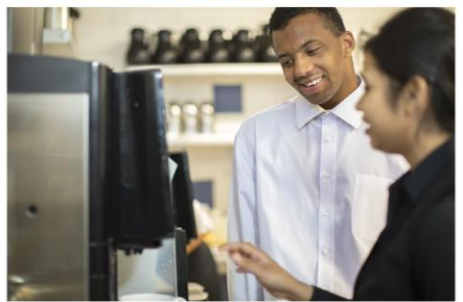
About the Role

Salary: £48,947

Hours:
37.5 Monday-Friday

Key Responsibilities

- Develop the Individual Giving Strategy to recruit and grow numbers of new supporters and increase retention rates to increase income
- Lead a team of three direct reports to deliver strong performance against their shared objectives, and to help them in their continual personal development.
- Manage complex budget and ensure the Individual Giving Team deliver all activity within budget and monitor spend and reforecasting as necessary
- Plan, manage and oversee a multi-channel fundraising programme designed to retain existing Mencap supporters and to grow our supporter base.
- Manage relationships with key external agencies, to ensure productive ways of working and successful delivery of campaigns.
- Oversee the development of high-quality supporter journeys.
- Use data and insight effectively to improve programme performance, and to broaden and diversify Mencap's donor base.
- Regularly analyse campaign performance and work with the team to make optimisations through a test and learn approach, to gain learnings and where possible to improve results.
- Work collaboratively with colleagues from other directorates to maximise the impact of fundraising and ensure strong ways of working are maintained.
- Be an ambassador for equality, diversity and inclusion, within both Mencap as an organisation, and in your campaigns.
- Keep up to date with relevant trends, risks and opportunities in the sector.
- Undertake any other reasonable duties as required.



Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.

More information about the role

Job Title: Senior Individual Giving Manager

Report to: Individual Giving Lead

Line reports: 2x Senior Individual Giving Officer, 1x Senior Digital Marketing Specialist

Department: Fundraising

Location: Centre of Engagement (London) with home working

Flexible approach to home and office working, with two days per week in the London office. Mencap also offers flexible working hours.

What will Mencap give you

24 days annual leave + all UK Bank Holidays

Amazing benefits + pension

Full support in the role and training opportunities

Flexible working options

How to apply

Please apply with CV and cover letter outlining response to 3 questions (no more than 300 words per answer)

- 1) Why do you want to work for Mencap
- 2) Tell us about the most successful fundraising campaign you have ever managed
- 3) Based on your understanding of the role, why would you be a brilliant Senior Individual Giving Manager at Mencap?

Who you can expect to work with

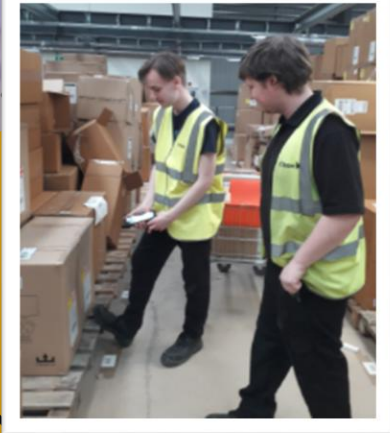
Colleagues
with a
learning
disability

Fundraising
Teams

Finance,
L&D, and
HR Business
Partners

Data and
Insight
Teams

Other teams
across
Mencap



Mencap's values and how they apply to this role

We are
Passionate
about making
the world a
better place

You will have a genuine passion for improving the lives of people with a learning disability.

We are
Inclusive
of everyone

You will advocate for inclusion, work collaboratively and be a positive role model for others.

We are
Brave
we challenge
and try new
things

You will use your role to write compelling narratives, be innovative, and push boundaries.

We are
Positive
in our work
and with each
other

You will celebrate successes and share stories about how our supporters are making a difference.

We are
Kind
to everyone

You will be kind, supportive and encouraging to everyone you interact with.