

Job Description

Post	Individual Giving Officer
Reports to	Head of Donor Care
Purpose of the post	<p>Working closely with the Head of Donor Care, to be responsible for and deliver key tasks of individual giving as part of the wider fundraising strategy. Maximise the lifetime value of our donors by increasing the frequency and levels of their giving. In particular:</p> <ul style="list-style-type: none"> • Research and understand the donor journey, in the context of both fundraising and other forms of engagement a donor/supporter may have with the work and activities of SBS. • Develop and deliver a plan to secure income from individuals, including mid-range and major donors. • Researching, writing, co-ordinating and disseminating fundraising materials to individual donors. • Building meaningful relationships with, and growing the income stream from, both mid-range and major donors.
Person specification	<p>You are passionate about the transformational impact of the Bible and able to find ways to communicate this with a largely Scottish Christian audience.</p> <p>You thrive in a collaborative working environment and are willing to contribute your fundraising skills, experience and ideas to help achieve income targets and organisational objectives. You are keen to learn more about fundraising and communications in a Christian charity setting by getting involved in a variety of tasks and being open to learn from others in order to benefit a long-term career.</p> <p>You will have a warm, friendly and welcoming personality as you will regularly communicate with supporters and volunteers and often be the first ‘public face or voice’ for the organisation at events, meetings, phone calls, emails.</p> <p>Faith requirement – this role requires an understanding of the different Christian communities in Scotland in order to apply this to communicating Christian content for our key audience. You will also respect the Society’s Christian ethos and team-working values.</p>

Summary of the essential duties and responsibilities of the post

1. KEY RESPONSIBILITIES

Individual giving, including mid and high value donors

- Recruitment of new donors based on data evidence of best stewardship of funds/return on investment.

- Monitoring and maintaining attrition rates and to identify trends to enable growth in the life-time value of supporters.
- Research and maintain the donor journey, working with colleagues across the organisation to identify forms of engagement a donor/supporter may have with the work and activities of SBS.
- Utilise the ThankQ CRM database and work with the Database Manager to produce in-depth analysis of appeals and supporter behaviour and giving, to best deliver the donor journey.
- Support the Head of Donor Care with regular reporting, tracking performance against the quarterly income targets.
- Work with others across SBS to create offers, proposals and asks to help secure gifts.
- Committed giving initiatives: to recruit new committed givers, to move one-off donors to regular donations, upgrade existing committed givers to a higher value of regular gift and innovate with committed giving 'products'.
- Qualify and manage a defined caseload of mid-range and major donors.
- Creation of individual goals/communication plans for each major donor in caseload.
- Be involved in planning and running events.
- Ensure that all mid-range and major donor database records are accurate and up to date.
- Create monthly reports that reflect caseload activity and performance.

Communicating with supporters

- Confidently represent SBS to potential and existing funders.
- Attend meetings and events to represent SBS and build face-to-face relationships with supporters, volunteers and ambassadors as and when required.
- Contribute to the development of new and existing communications by using fundraising knowledge to help deliver targeted and informed campaigns (*generally - but particularly related to individual, mid-range and major donors*).

Donor Care support

- Handling donation related enquiries whenever necessary by phone, letter, email or in-person.
- Accurately recording individual donor relationship information using ThankQ CRM database.
- Collaborate with colleagues in the Donor Care team to ensure supporters are thanked appropriately for their donations, personalising communications when necessary (e.g. working with the Chief Executive on how to appropriately thank major donors).

2. KEY CONTACTS AND RELATIONSHIPS

- Assisting the Head of Donor Care with assigned tasks and supporting the overall team.
- Participating in project meetings with Donor Care and other departments. Offering ideas and suggestions based on your knowledge of fundraising.
- Collaborating with the Communications team and suppliers to deliver effective print, digital and exhibition materials.
- Participating in weekly staff meetings including providing updates on your work.
- Working collaboratively across other departments and being involved in processes that help the Donor Care team and the organisation to run smoothly.

3. KNOWLEDGE, SKILLS AND EXPERIENCE

- A minimum of 12 months' successful track record in fundraising.
- Institute of Fundraising Certificate and active involvement in Special Interest Groups (SIGs).
- Experience in developing individual giving campaigns, including direct mail and regular giving programmes.



- Experience of developing relationships and securing funds with mid-range and major donors.
- Knowledge of data protection and Institute of Fundraising's Code of Conduct as well as the Scottish Fundraising Standards Panel's Code of Practice.
- Excellent written skills with an eye for detail.
- Experience of communicating with general public, good telephone manner and face-to-face communications
- Good communicator, comfortable working with staff at all levels.
- Ability to work autonomously or in a team.
- Ability to work to and meet deadlines.
- Ability to learn quickly and interpret information, and communicate this in plain English to your peers, management team and/or other colleagues.
- Ability to respond to change and adapt to unexpected events/circumstances beyond your control.
- Competent at using Microsoft Office and CRM databases.
- Basic numeracy/numerical skills.
- Experience of working with suppliers and external partners.
- Experience of working for a Christian organisation or a basic understanding of the different Christian communities in Scotland and the motivation for donating in a church/Christian setting in order to help with tailoring communications with a variety of Christian denominations.

OTHER DUTIES

- Attending events and supporting the field-mission work on behalf of the organisation.
- Attend meetings and relevant training as per the requirement of the role. Some of these may be offsite, involve travel, overnight stays, time away from the office, out-of-office-hours (compensated by time off in lieu).
- Supporting the Head of Donor Care with any tasks assigned to either deputise or support your career development.

Scottish Bible Society Values

All staff commit to the following values as a staff team and encourage these in our volunteers:

- Mission focussed
- Bible-centred
- Team orientated
- Innovative and professional

Please refer to the SBS Values document for a full description.