

Job Description

Title	Individual Giving Officer
Line Manager	Fundraising Manager
Line Manages	No line management. Can supervise volunteers
Salary	Band 4 Point 1 £25,803
Location	Calman Centre, Shelley Road, Glasgow. With Hybrid working options.
Contract	Permanent
Hours	Full Time 35 Hours Per Week
Annual Leave	35 days annual leave (Including Bank Holidays)
Budgetary responsibility and accountability	Contributing towards team income target of £600k approx. With sole responsibility for Individual Giving Target.

About Cancer Support Scotland:

For forty years, Cancer Support Scotland have helped people **live well with cancer**. Our purpose has always been to help people cope with what cancer means to them, in a way that works for them.

We are here for anyone affected by cancer, whether they are a person with cancer, a carer or loved one. Our wellbeing services range from professional one-to-one and digital counselling, stress management, 'HereForYou' phone calls and Self-help tools, to simply offering a tranquil place to collect your thoughts with a cup of tea.

In the last year Cancer Support Scotland has offered over 7,000 appointments and demand for our services is rising.

Our staff are based from home and within the Calman Centre in Glasgow and our volunteers cover Scotland.

The Post:

The purpose of this role is to develop, deliver and grow a pipeline of individual and mid value donor giving income in a post COVID19 environment. This will be achieved through creative campaigns, community lottery and in memory giving via tailored communications and relationship building in line with the Cancer Support Scotland fundraising strategy.

Cancer Support Scotland places a strong value on supporting people and taking a non-judgemental approach to our work. We therefore expect our fundraisers to provide a fantastic experience for our fundraising volunteers based on respect.

Key Responsibilities

Individual Giving

- Recruitment of new donors through creative and compelling campaigns and based on data evidence, which will include our Christmas Campaigns.
- Develop and deliver compelling engagement plans to motivate individuals to regularly give to Cancer Support Scotland
- Longer term planning to upgrade existing regular givers to a higher value of regular gift and innovate with committed giving 'products'
- Grow and develop our community lottery participation
- Work with fundraising colleagues on digital fundraising initiatives including email fundraising and input into online giving
- Work closely with Fundraising Manager on the development and delivery of legacy and in memoriam programmes
- Working with the Fundraising Manager to draft copy; select photographs and case studies; desktop research and liaising with colleagues and external suppliers.
- Utilise and manipulate Donorfy data, and work with the Fundraising Manager to produce in-depth analysis of appeals and supporters to deliver the best donor stewardship
- Work with a variety of external suppliers including printers specialising in fundraising campaigns to deliver and negotiate the best results for all donor recruitment and development activity.
- To meet the agreed targets for fundraising as a team and individually.
- To carry out other tasks in support of the Fundraising Team as required.

General Responsibilities

- To ensure day to day operations such as income monitoring, evaluating and reporting are carried out to a high standard.
- To ensure all records within database are kept up to date and consistent
- To liaise with relevant staff and outside agencies as required
- To attend internal and external meetings as required
- To operate within the policies and procedures set out by the organisation
- Any other duties that are required and relevant to this role
- To provide support to volunteers and assist with training, as required

Personal Specification

	Essential (E) / Desirable (D)	Assessment Method
Qualifications	<ul style="list-style-type: none"> • Full Clean Driver's licence (E) • Evidence of continuing personal development (E) 	<ul style="list-style-type: none"> • Application

Experience	<ul style="list-style-type: none"> • Minimum of 2 years' experience of fundraising (E) • Experience of creating direct marketing materials. (E) • Experience of using online content management systems and fundraising related Customer Relationship Management Systems (Donorfy) – (E) • Experience of meeting and measuring key performance indicators to meet and exceed income targets. (D) • Experience of working with volunteers (D) • Experience of working effectively in a team and leading on own initiative (E) • Experience of meeting & growing financial targets (E) • Experience of fundraising within in a health or cancer charity (D) 	<ul style="list-style-type: none"> • Application • Interview
Skills	<ul style="list-style-type: none"> • Excellent organisations skills, including ability to manage multiple tasks and projects (E) • Strong empathy and human connection skills (E) • Excellent written, oral and social media communication skills (E) • Ability to work on own initiative and to meet deadlines (E) • Ability to problem solve and find creative solutions (E) • Attention to detail and to seek the highest standards (E) 	<ul style="list-style-type: none"> • Application • Interview

How to apply

You can apply by submitting a tailored covering letter and two-page C.V to:
emma.connor@cancersupportscotland.org by 12noon on Friday 3rd September 2021 with
 interviews being held on Friday 10th September 2021.