



Individual Giving Officer – role profile

Responsible to: Head of Individual Giving and Marketing

Contract Type: Permanent, full time (37 hours per week)

Salary band c. £23k-£25k

Location: Social Bite, 1 Leith Walk Edinburgh EH6 8LN. Flexibility with remote working.

Application process: please send your CV and a covering email to recruitment@social-bite.co.uk by 9am on Monday 29th August.

About Social Bite

As a charity and social enterprise, our vision is that everyone has a safe place to call home. We help people break the cycle of homelessness through innovative supported employment and housing solutions and give out over 250,000 items of free food year-round through our coffee shops and community networks.

We build lasting relationships, as we believe that through positive connections people can transform their lives. We use food, homes, and jobs as tools of engagement that can enable everyone to reach their potential. Our national and global campaigns have shifted the cultural dial on homelessness and our work has been championed by George Clooney, Will Smith, Sir Chris Hoy and The Duchess of Cambridge. One in four of our team have been homeless themselves.

Originating in Scotland with pioneering projects including the Social Bite Village, the Social Bite Academy, Jobs First and Housing First, we're now expanding our impact collaboratively across the UK.

Our flagship events in 2021 included: Break the Cycle with Sir Chris Hoy which saw over 500 participants riding 60 miles across the central belt of Scotland alongside a virtual challenge for supporters across the UK; and the Festival of Kindness – our Christmas fundraising and gift-drive initiative which included Tree of Kindness installations in London, Edinburgh, Glasgow, Aberdeen and Dundee throughout December.

The Social Bite Group operates five shops in four cities in the UK, a Central Kitchen, an online shop and postal brownie business, a portable coffee cart, a partner restaurant Vesta Bar & Kitchen, concession sites within corporate businesses, a food distribution network and a Head Office which carries out our charitable projects.

Join the movement to end homelessness.

About the Role

The Individual Giving Officer will play a key role in delivering an excellent Individual Giving programme; responsible for acquiring new donors, maintaining existing relationships, and growing income. This role will work in conjunction with the Head of Individual Giving and Marketing to deliver an Individual Giving strategy and implement a donor pipeline and stewardship programme.

We're looking for someone who is great at building relationships and communicating with donors, solutions-focussed, collaborative and a team player. Your key objectives will be to:

- To grow income from low level donors
- To increase number of repeat donors
- To deliver regular communications to all donors
- To implement a strategy and donor pipeline in conjunction with the Head of Individual Giving
- To keep abreast of giving trends

This position will report into the Head of Individual Giving & Marketing, working closely with the wider

KEY RESPONSIBILITIES

- Support the Head of Individual Giving and Marketing on management of admin processes such as creating files for Gift Aid reports submission and data entry for off-line Gift Aid declarations.
- Be the main point of contact for all incoming fundraising leads and responsible for directing the enquiries to the appropriate roles; either via phone, email or in person.
- Devising and implementing a year-round calendar of events as part of the individual giving stewardship programme.
- Ensuring all third-party platforms are up to date and current with recent appeal information and charitable objectives
- Developing relationships with new and existing supporters to maintain and grow yearly income
- Attending year-round fundraising events as required, e.g Break the Cycle, Festival of Kindness
- Responsible for adhering to best GDPR practices and supporting other roles with data management.
- Writing thank you correspondence for all supporters, including offline donations
- Managing and updating the fundraising database
- Working closely with the Communications Manager to find emotive case studies and develop compelling fundraising propositions to inspire giving.
- Identifying warm and cold leads for cultivation
- Finance reconciliation and reporting for all donations
- Provide regular analysis of the donor database for Board Reports and wider team knowledge
- Monitor results on individual giving activities against KPIs
- Implementing the supporter journey for key campaigns such as Break the Cycle or Festival of Kindness
- Implementing and monitoring the supporter journey in the retail units using Tap to Donate machines and at till donations
- Keep abreast of individual giving fundraising developments, trends and reports in the sector, through peer networks, on conferences, seminars, etc

Fundraising and Marcomms team.

KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

Essential

- Experience of working in individual giving or mass fundraising within a charity fundraising environment
- Experience of writing compelling copy to inspire people to donate
- A good and up-to-date knowledge of Gift Aid requirements and submissions
- Experience of managing individual giving programmes across supporter acquisition or retention, or both
- Competent in working with Microsoft packages, including but not limited to: Excel, Word and PowerPoint
- Experience in customer/supporter facing role

Desirable

- Experience of working with CRM databases e.g. Salesforce, Raiser's Edge etc
- Experience with email providers such as Mailchimp
- Experience of digital marketing – paid social advertising (Facebook and Instagram) and paid search (Google)
- Experience of working with websites, like Wordpress

Person Specification

- Excellent attention to detail
- Excellent verbal, written and interpersonal skills
- A natural problem solver
- Has a creative approach and can-do attitude
- Has a positive mind-set and able to respond to setbacks positively
- Enthusiastic and keen to learn
- A self-starter and can work independently
- Can work collaboratively with team members and internal relationships
- Excellent organisational skills and ability to prioritise
- Excellent relationship building skills

Thank you for your interest in this role! We'd love you to apply.

