



THE ROYAL MARSDEN CANCER CHARITY

Job description

Individual Giving Executive

JOB TITLE:	Individual Giving Executive
SALARY:	£30,000 – 33,000
HOURS OF WORK:	37.5 per week
DIRECTORATE:	Individual Giving, Fundraising, Royal Marsden Cancer Charity
ACCOUNTABLE TO:	Head of Individual Giving, Royal Marsden Cancer Charity
RESPONSIBLE TO:	Individual Giving Manager, Royal Marsden Cancer Charity
RESPONSIBLE FOR:	N/A
LOCATION:	London (but also required to work in Sutton on occasion and some home working initially)
LIAISES WITH:	IG team members, Marketing and Communications, the Data team, Community Fundraising, the Philanthropy and Partnerships team, Legacy team, Finance, Supporters and Volunteers, Fundraising Team Assistants, associated Third Parties.

1. About the charity

Royal Marsden Cancer Charity (RMCC) raises money solely to support The Royal Marsden Hospital. The Royal Marsden is Europe's largest Cancer Centre and has an international centre for excellence. The Hospital has been at the forefront of some of the most successful cancer treatments used worldwide today. With one in two people expected to receive a cancer diagnosis at some point in their lives, it is more vital than ever that to ensure that The Royal Marsden can continue to be there for the growing number of cancer patients.

Together with the Hospital, we raise funds to ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world. From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, RMCC funds the development of new ways to improve the lives of people affected by cancer.

We are beginning the development of building a new, ambitious three-year strategy to successfully deliver significant income growth and increased supporter engagement.

2. Job Purpose

The Individual Giving Executive, will be responsible for the delivery of core elements of the programme, developing engaging supporter communications and products across multiple channels that motivate and inspire.

Working closely with the Individual Giving Manager, the Head of Individual Giving and with colleagues across the organisation, in particular the Marketing and Digital teams, this role presents an excellent opportunity for a motivated and proactive individual to learn and develop whilst supporting the team to deliver its ambitious targets.

The core purpose of this post is to lead and deliver acquisition and retention projects within the Individual Giving programme to optimise response and lifetime value from low to mid-level supporters. This role will be responsible for products and campaigns across a range of

channels such as direct mail, email and online and through providing optimum supporter care.

3. Key areas of responsibility

- The development and delivery of Individual Giving campaigns and products across a range of media in line with planned budgets and targets, ensuring campaign deadlines are met and opportunities for learning are maximised.
- Briefing and the day to day management of internal and external suppliers including copy and artwork development through to final print, production/ broadcast. This also includes the day to day management of our fulfilment partner for the campaigns they are managing.
- Briefing and liaising with the Data team to deliver complex and accurate data selections.
- Monitor and report on campaign and product performance and, with support from the more senior members of the team, analyse results to enhance live campaign management ensuring financial targets are met, or exceeded.
- Develop and deliver individual giving products particularly Special Occasion Giving and Sponsor a Day.

Planning

- Contributing to the planning and budgeting process providing information required and, with support of the Head of IG and the Individual Giving Manager, review and re-forecast plans for discreet areas/campaigns as appropriate.
- Working with the Head of IG and the Individual Giving Manager to analyse campaign and programme performance and use that analysis to inform campaign planning and decision making. Responsible for presenting results to key stakeholders with support from the more senior members of the team.
- Working with the Data team, Marketing and Digital teams to brief and undertake analysis, internally or externally as appropriate, that contributes to the objectives of the team.

Relationships

- Working closely with other members of the Individual Giving Team, and other fundraising teams where needed, to ensure all activities are co-ordinated and supporter focused.
- Working with teams across The Royal Marsden Cancer Charity and the Trust to deliver the objectives of the Individual Giving team. This will include building and maintaining excellent relationships across Marketing and Communications, Fundraising, the Data Team and Finance as well as the Fundraising assistants in Chelsea and Sutton to ensure they are fully briefed on campaigns and other activities.
- Responsible for managing relationships with external agencies and suppliers to develop and deliver effective campaigns.

Innovation

- Contribute to continuous improvement through applying test and learn principles across all activities
- Monitor sector and competitor trends and activity, considering how learnings could be applied for your role and the IG programme

Supporter Care

- Whilst most Supporter Care enquiries are initially managed by the Individual Giving Assistant and the Office Manager, as a part of the Individual Giving Team this role

requires the post holder to be telephone responsive, handling supporter queries and taking donations over the telephone.

- The post holder will also be required from time to time to meet and greet donors in the hospital.
- With other members of the Charity Team, provide cover for the Individual Giving Assistant during periods of absence including responding to supporter queries.

Donation processing and management

- Ensure full understanding of all donation processing and thank you processes making suggestion for improvements where needed and supporting the Individual Giving Assistant to implement improvement and change.
- With other trained members of the Charity Team, provide cover for the Individual Giving Assistant during periods of absence including donation batching and thanking duties.

Other

- Take personal responsibility for staying up to date regarding the latest changes in Fundraising regulation and legislation and ensuring that all activity responsible for is compliant.
- This role may require the post holder to work beyond the standard working hours on occasion.

4. Confidentiality and Data Protection

- a. All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity's policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.
- b. All employees should comply with the Data Protection Act and the General Data Protection Regulation (UK GDPR) which sets out requirements for how organisations will need to handle personal data.

5. Health and Safety

- a. All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

6. Customer Service Excellence

- a. All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

7. Equality and Diversity Policy

- a. The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

8. No Smoking Policy

- a.** There is a no smoking policy at The Royal Marsden Cancer Charity.

9. Review of this Job description

- a.** This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

10. Employee Specification

Numerate with a GCSE or A-Level in Maths at a C grade or above	D	Assessed by
Proficient in Microsoft Office, particularly Excel and Word	E	I
Experience of working with a fundraising database (preferably Raisers Edge)	D	I
Experience of working within a charity environment specifically within a Direct Marketing or Individual Giving team	E	I
Experience of end to end project management	E	I/T
Interest in and desire to learn more about Direct Marketing and Fundraising techniques	E	I
Excellent organisational skills and attention to detail	E	I/T
Highly proactive and solutions focused	E	I
Self sufficient with the ability to prioritise own workload	E	I
Good communication skills, both written and verbal	E	I
Able to respond sensitively and appropriately to emotional circumstances, including bereaved donors	E	I
Understanding of the key issues impacting the charity sector and in particular fundraising	D	I
An interest in cancer and health issues	D	I