JOB DESCRIPTION

INDIVIDUAL GIVING MANAGER

REPORTS TO: Head of Marketing, Communications, and Individual Giving

STAFF REPORTS: Database Coordinator

LOCATION: Based at Trees for Cities office in Kennington SE11. Hybrid working offered with at least two days per week in our London office, SE11.

SALARY: £35-£39K per annum + excellent benefits

WORKING HOURS: Full-time, 35 hours per week. This is a permanent contract.

ABOUT TREES FOR CITIES

Trees for Cities is the only charity working on a national and international scale to improve people’s lives by planting trees in cities. We get stuck in with local communities to cultivate lasting change in their neighbourhoods, whether it’s revitalising forgotten spaces, creating healthier environments or getting people excited about growing, foraging and eating healthy food.

We have been in existence for nearly 30 years, engaging communities to plant, protect and promote urban trees in parks, streets, schools and housing estates across the UK and around the world. Trees for Cities wants to enable and inspire a new generation of individuals and communities who are both resourced and motivated to revitalise urban areas and improving the lives of the people who live in them.

Through our work, we deliver local impact on a national and global scale, strengthening urban communities through volunteering opportunities and helping to enable and inspire a new generation to plant and protect urban trees. This is an exciting time to join Trees for Cities and take the lead in a new phase of income generation designed to generate £500K by 2025, as part of the new organisation strategy The Turn of Trees.

PURPOSE OF JOB

We are looking for a highly-skilled and highly-motivated ‘hands on’ Individual Giving Manager to oversee the charity’s newly-established individual giving programme and deliver and
maximise an annual programme of supporter acquisition and retention campaigns in line with a new three-year Individual Giving strategy.

This role sits within the Marketing, Communications, & Individual Giving Department, and is responsible for the growth and maintenance of the individual giving programme at Trees for Cities across a variety of existing income sources. A key focus will be growing our supporter database in-line with GDPR, reaching new audiences, retaining and stewarding our existing supporters.

This role has a line management duty for a Database Coordinator who is responsible for managing supporter data within our fundraising database (Donorfy) in accordance with GDPR guidelines. You will also play a key role in building the strong internal relationships and help guide the future growth of the individual giving team.

**KEY ACCOUNTABILITIES AND RESPONSIBILITIES**

As the Individual Giving Manager, you will be the central person in the organisation responsible for delivering the individual giving strategy, which plans the direction for individual giving until March 2025. You will ensure that all acquisition and retention is in line with the Fundraising Regulator's guidelines and oversee the following areas:

- One-off donation through the website (including 2 Annual Big Give Campaigns)
- Regular giving campaigns through Direct Debits
- Major and mid-value donor stewardship and acquisition
- Payroll Giving
- Legacy and In-Memory Giving
- Challenge Events Fundraising
- Digital Fundraising Social Media
- Merchandise and Shopping
- SMS
- Donor stewardship and retention across all channels

You will also be responsible for updating the Head of Marketing, Communications and Individual Giving (MC&IG) with figures from each channel of the individual giving programme. There is also scope to explore exciting new ideas and opportunities that will benefit the programme.

This role is an excellent opportunity for any candidate looking to broaden their skills in a wide range of individual giving sources. You will bring your own experience to a fast-growing charity at the forefront of transforming urban environments to make our towns and cities greener, happier and healthier towns and cities for today's and future generations.

**WHAT YOU WILL BE RESPONSIBLE FOR**
Maximising income generation by supporting the development and implementation of individual donor acquisition, retention, and development campaigns. This includes:

- Project-managing a range of supporter acquisition, retention and development campaigns and activities
- Support the wider Marketing, Communications, and Individual Giving Team in creating emotive and compelling materials
- To manage annual expenditure budgets and work alongside the Finance Department to track donations and ensure that donations are managed in accordance with donors' wishes
- Creating campaign plans across various projects for multiple stakeholders that are informative and ensure that all stakeholders are well-briefed
- Line-managing the Database Coordinator to use the CRM database as an effective fundraising tool, ensuring that their work is supporting the development of the individual giving programme, making data selections to pre-agreed briefs and producing reports.
- Looking at tests to complete to gain insight and knowledge into our audiences, and applying the results of these tests where applicable
- Direct marketing to donors, including the creation of print and digital materials to support donor acquisition and retention as needed
- Responding to any donor enquiries over phone and email
- The implementation of an effective donor stewardship strategy to encourage regular giving and increase amounts donated
- Ensuring the Trees for Cities website encourages online donations, and that the user journey is smooth and efficient
- Prepare detailed income and expenditure reports for each area of activity, and interpret data in order to measure effectiveness and return on investment, in liaison with the finance team
- Ensure all data protection requirements are met
- Administration of the Trees for Cities webshop, including sourcing sustainable products from environmentally-sound suppliers, as well as selling merchandise at given planting days
- Responding to emails from people interested in fundraising events and manage these relationships on an ongoing basis, acting as a first point of contact for event registration, fundraising packs and supporting information i.e. Trees for Cities running vests
• Administration of donation platforms including Don’tSendMeACard, GoodPAYE, and others, responding to enquiries and thanking donors as necessary

As part of working for Trees for Cities, you will also be expected to help out with at least 3 of our planting days during the planting season, which runs from October until March.

WHAT YOU WILL DELIVER

• Fulfilling the current iteration of the individual giving strategy and working alongside the Head of Marketing, Communications and Individual Giving to create a subsequent strategy from April 2025
• Individual Giving campaigns directed at existing and potential supporters
• Donor-led email communications (using the Charity Digital Mail platform) including the stewardship of all online donors.
• A catalogue of engaging and visually appealing fundraising materials for print and digital
• Audience profiles of donor groups to ensure targeted and consistent messaging

HOW WE’LL MEASURE IT

• Achievement of personal income targets and team targets
• An increase in number of new donors and reduction in lapsed donors
• An increased marketing online presence
• Quality, accuracy and completeness of record keeping
• Positive feedback from our donor supporters.

PERSON SPECIFICATION

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<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tr>
<td>A minimum of 3 years previous experience working within individual giving</td>
<td>Y</td>
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<td>Experience in digital fundraising with a track history of raising engagement through digital channels</td>
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<td>Strong demonstrated administrative skills</td>
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<td>Experience in building and sustaining relationships with donors</td>
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<td>Knowledge of Excel</td>
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<td>Knowledge of data segmentation</td>
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<td>Experience in creating fundraising marketing materials, for both digital and print</td>
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<td>Experience with developing and delivering digital content to engage the public in their organisation and its mission</td>
<td>Y</td>
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<td>Knowledge of the regulatory environment for fundraising from individuals, including data protection, Gift Aid, and fundraising codes of practice and regulation</td>
<td>Y</td>
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<td>Knowledge of GDPR and data protection guidelines</td>
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<td>Approachable, helpful, and be able to communicate technical language in everyday terms</td>
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<td>Confident interacting with staff at all levels</td>
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<td>The ability to think creatively to solve problems</td>
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<td>Ability to plan and implement fundraising campaigns and projects on budget</td>
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<td>Highly motivated with the ability to multitask</td>
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<td>Passionate about the environment</td>
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<td>Ability to work as a team, both in-person and remotely</td>
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<td>Proactive and hands-on with the ability to work with minimal supervision</td>
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<td>Exceptional written and verbal communication skills.</td>
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<td>Experience of line-management</td>
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<td>Experience managing annual income and expenditure budgets</td>
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All employees have a duty under the Health & Safety at Work Act to ensure that their working environment is free of hazards that may prove injurious to themselves, their colleagues, and all those engaged in the charity’s activities. Trees for Cities’ office is a no-smoking environment; all staff have a responsibility to keep the office clean and welcoming.

Occasional weekend and/or evening work may be required, particularly during the planting season (October to March), for which staff receive time off in lieu (TOIL). This job description is not exhaustive and is liable to review following discussions with the post holder. The post holder will be expected to undertake any other reasonable duties as requested by his/her manager.

Trees for Cities is committed to the principles of equal opportunity. We value diversity and are committed to promoting diversity within the workplace. We aim to ensure that our employees achieve their full potential and that all employment decisions, including recruitment, are taken without reference to irrelevant or discriminatory criteria. A full copy of
our Equal Opportunities Policy can be provided on request.

**STAFF BENEFITS**

- 29 days annual leave in addition to public holidays
- Annual half day birthday leave
- Pension: Employees are required to make a minimum 3% contribution with Trees for Cities’ making an enhanced 5% employer’s contribution. Trees for Cities also offers the option to match additional contributions up to a further 2%.
- Parental Leave: Enhanced Maternity Pay
- Enhanced Occupational Sick Pay: 3 days full pay during probationary period which increases to 10 days full pay after successful completion of probation (pro rata for part time staff and staff on fixed term contracts)
- Company Paid Healthcare with Simply Health
- Staff Socials (annual Staff Appreciation Day and End of Year Celebration)

Once salaried employees (permanent or fixed term) have successfully completed their probationary period, they are entitled to the following additional benefits:

- Professional development training budget
- Moving day allowance (up to one day per year in addition to their annual leave entitlement)
- Cycle to Work Scheme
- Employee Volunteering Day (one day)
- Career breaks in addition to annual leave linked to length of service.

Please note we are unable to provide visa sponsorship for this role, you must therefore have valid a right to work in the UK to apply to this role.