

## Job Description

<b>Title:</b>	Fundraising Manager (Single Gift Appeals)
<b>Department:</b>	Fundraising & Communications
<b>Reports to:</b>	Head of Public Giving & Engagement
<b>Location:</b>	London, UK (near Monument)
<b>Duration:</b>	Permanent, 37.5 hours a week
<b>Salary:</b>	£35,000 - £37,500 per annum (depending on experience)

### Overall purpose of the position

The role is responsible for managing Orbis UK's single gift appeal programme, encompassing acquisition and ongoing retention of single gift donors. This includes developing new, and refining existing, supporter engagement strategies to deepen relationships with supporters and maximise engagement, response and income. The postholder will also work closely with colleagues across Fundraising & Communications to make the most of fundraising opportunities presented by digital technologies. The role sits within the Public Giving & Engagement team, part of the Fundraising & Communications Department, which is responsible for inspiring our supporters and members of the public to give to Orbis UK.

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### Main responsibilities

#### Develop and deliver single gift appeals (60%):

- Project manage multi-channel fundraising appeals and campaigns to existing and prospective single gift supporters, from planning through to delivery, execution and analysis.
- Work with Orbis UK colleagues and suppliers to ensure optimal delivery.
- Work with the Fundraising Manager (Digital) and Social Media Manager to maximise exposure and income from online channels.
- Ensure content is aligned with Orbis UK's programme work.
- Focus on audience segmentation and a storytelling approach to build relationships with supporters and drive income growth.
- Identify, research and recommend opportunities to further develop the single gift appeal programme and introduce new products.
- Manage and report on project budgets.
- Keep to project timelines and report outputs and outcomes.

#### Develop and deliver supporter journeys (30%):

- Develop and roll out engaging supporter journeys to build and maintain strong relationships with supporters, ensure a positive experience, help them to feel part of a community that saves sight, and ultimately maximise income.
- Use insight, and work with colleagues across fundraising and the data team, to identify prospective high value donors, regular givers and legacy pledgers so that they may continue to be stewarded appropriately.
- Work with the Supporter Engagement Officer to implement ways of demonstrating to supporters how valued they are.
- Clearly communicate to supporters the impact of their donations, demonstrating that Orbis UK is transparent, accountable and trustworthy.



### Analyse campaigns and related activity (10%):

- Monitor and analyse appeal/campaign performance and make recommendations to optimise the programme for response, supporter engagement and income.
- Analyse competitor campaigns (commercial and non-profit marketing) to ensure Orbis UK is up to date, and where possible, ahead of the market in engagement activity.

As part of your role, you may also be required to:

- During extremely busy periods or absence, assist the Income and Database Officer and Supporter Engagement Officer with response handling, income processing and thanking.
- Respond to fundraising related enquiries from supporters and members of the public.

### General Requirements:

- Willingness to work some evenings or weekends.
- Comply with fundraising and direct marketing guidelines and regulations in order to implement good practice.
- Adhere to GDPR and PECR for the Fundraising & Communications Team.
- Contribute to the ongoing organisational wide digital transformation process.
- As a small organisation staff are expected to work as a close team, develop excellent working relationships, be flexible in their approach and to provide support for other areas as necessary.
- Undertake other tasks as delegated by the Head of Public Giving & Engagement as necessary for fulfilment of the post.

### Key relationships

**Internal:** Fundraising & Communications Team  
Database and Finance Teams  
Senior Management Team

**External:** Existing and prospective supporters of Orbis UK  
Agencies related to fundraising and supporter engagement activity

### Person Specification

#### Essential experience:

- A thorough understanding of direct and digital marketing, donor development and supporter care.
- Significant experience managing and producing fundraising and marketing campaigns with six figure income and five figure expenditure budgets.
- Significant experience managing budgets and driving income growth.
- Experience using data and insight to review, improve and deliver integrated strategic supporter journeys.
- Good understanding of content governance and the creative process (in particular, managing feedback from multiple stakeholders).
- Experience in managing relationships with suppliers and internal teams.
- Understanding of GDPR and PECR, Gift Aid, fundraising regulation and working within a compliance framework.



### Desired experience:

- A fundraising or marketing qualification with a module including digital marketing.
- Experience working with Raisers Edge, Dotdigital, Facebook Ads Manager and Craft CMS.

### Personal:

- Excellent project management skills, ideally including managing multiple projects simultaneously, risk assessments and clear budget management.
- Excellent interpersonal skills and fluency in English – oral and written - with the ability to communicate and work with a diverse audience, build and maintain positive relationships internally and externally.
- Works well with many personalities. Team oriented work style, with a pro-active, open-minded, and flexible approach.
- Friendly, polished and professional in interactions with others.
- Excellent organisational skills, attention to detail, and an ability to prioritise tasks in order to meet competing deadlines.
- Strong creative and critical thinker who looks beyond the obvious to deliver the best solution.
- Good technical ability, strong numeracy skills and an ability to analyse and interpret information. Data driven.
- High level of initiative and strong personal leadership skills.
- High degree of computer literacy (Microsoft Word, Outlook, PowerPoint and Excel)
- Experience of working for a charity, ideally within fundraising and communications functions.
- Experience working in a small to medium sized organisation.

### Safeguarding

Orbis UK is committed to safeguarding and promoting the welfare of children and vulnerable adults and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and criminal records checks.

### How to apply

Contact Graham Drew at Bamboo Fundraising Recruitment

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