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| **JOB DESCRIPTION** | |
| **SUMMARY INFORMATION** | |
| **Job Title:** | Individual Giving Fundraising Officer |
| **Department:** | CWGF |
| **Contract Type:** | Permanent |
| **Job Purpose:** | To lead the development and management of the CWGF’s individual giving programmes and activities, including membership, cash appeals, general donations, online donations, regular giving, online mass participation events, and merchandise and to increase income from these sources. To explore and test new income streams from individuals and to increase supporter engagement. To provide an excellent supporter experience which minimises attrition. |
| **Job Band:** | C3 |
| **Reports to:** | Executive Director, CWGF |
| **Direct Reports:** | Fundraising Administrator Apprentice |
| **Other Key Contacts:** | * CWGF Fundraising Manager * CWGC Education and Public Engagement teams * CWGC Marketing & Communications team * Finance Team * CWGF Supporters, donors, and prospective supporters |
| **Financial Responsibilities:** | None |
| **Location:** | May be office based in Maidenhead or can adopt a flexible hybrid option of part home/part office working |
| **Working hours:** | 37 hours per week.  This role may involve some out of normal hours working that may fall on evenings or weekends. Time off in lieu may be granted for any approved additional hours worked. |
| **Travel:**  *(when travel restrictions are lifted)* | Must be willing to travel within the UK and overseas, sometimes at short notice. Valid passport required. |
| **Right to work:** | Must have the right to work in the UK |

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| **BACKGROUND** |

The Commonwealth War Graves Commission (CWGC) honours and cares for the men and women of the Commonwealth forces who died in the First and Second World Wars, ensuring they will never be forgotten. Funded by six Member Governments, our work began with building, and now maintaining, cemeteries at 23,000 locations all over the world. Today, over a century after we first began, our work continues through our staff, supporters and volunteers who preserve our unique cultural, horticultural, and architectural heritage and ensure that the stories of those who died are told.

The Commonwealth War Graves Foundation (CWGF) is the charitable arm of the Commonwealth War Graves Commission (CWGC). The CWGF highlights the work of the CWGC through diverse projects that actively engage new audiences and find innovative ways to involve the whole community with our work – through education and outreach, voluntary activity, arts and heritage projects, local research and partnership working.

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| **KEY RESPONSIBILITIES and ACCOUNTABILITIES OF THE ROLE** |

**General**

* Work to achieve fundraising targets for all areas of individual giving
* Work with the Executive Director to plan, develop and implement new campaigns to recruit individual members and supporters and develop income through direct marketing activity, considering audiences, products, propositions, and channels
* Deliver direct marketing activity on time and to budget. This includes devising project schedules, researching relevant media, data, and financial information; sourcing individual stories and images, briefing internal and external teams and writing copy where necessary.
* Develop stewardship plans and implement a relationship building and supporter-first approach across all individual giving activity to increase conversion, average gift levels, and retention
* Work with the Fundraising Manager to develop our legacy strategy and to deliver legacy

marketing campaigns and communications to key audiences

* Work with the Fundraising Manager to develop our In-Memoriam strategy and to deliver In-memoriam propositions and campaigns to key audiences
* Ensure the value of gifts are maximised through Gift Aid
* Monitor fundraising campaign performance and provide reports and analysis of results
* Ensure compliance with guidance around the use of personal data and financial information.
* Adhere to GDPR and the Fundraising Code of Practice compliance, striving for fundraising best practice
* Develop a deep understanding of the CWGC’s work
* Contribute to the Fundraising Team to generate ideas and initiatives.
* Help with any other activities deemed suitable.

**Job Functional Knowledge**

* Demonstrable individual giving fundraising experience
* Demonstrable direct marketing experience

**Business Expertise**

* Proven ability to identify and deliver effective strategies to generate results

**Leadership**

* Ability to inspire and guide colleagues and lead by example

**Problem Solving**

* Ability to help solve complex problems relating to new programmes of activity.
* Ability to solve standard problems using systems, processes, precedents, and decisions based on previous experience
* Ability to think quickly and find solutions to issues that arise

**Nature of Impact**

* Impact will primarily be in providing the funding to support the development and growth of the CWGF

**Area of Impact**

* Across the Commission particularly outreach, public engagement and education. Within the Foundation, particularly fundraising.

**Interpersonal Skills**

* Communicates both internally and externally at all levels. Needs to be able to form good relationships across the Foundation and the Commission

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| **PERSON SPECIFICATION** |

**Education and Knowledge**

**Essential**

* Evidence of commitment to the highest standards of fundraising as set out by the Chartered Institute of Fundraising
* IT literate with good working knowledge of Microsoft Office and CRM systems
* Understand and appreciate CWGC’s important role in commemorating the Commonwealth casualties of the two World Wars

**Experience**

**Essential**

* Proven experience of developing successful individual giving campaigns utilising a range of direct marketing
* Working in a target led environment with a proven track record of successful delivery
* Contributing to fundraising strategies in line with organisational plans
* Working with databases and managing supporter data effectively and in accordance with GDPR requirements

**Desirable**

* Experience of membership programmes

**Skills and Abilities**

* Excellent written communication skills.
* Excellent organisation skills with high standards of accuracy and attention to detail
* A team-player – making decisions for the good of the organisation rather than for individual targets and being a passionate champion for partnership working and collaboration
* Proven ability in building good working relationships with colleagues and confidence to build external relationships through networking
* Excellent customer care skills
* Results oriented and problem-solving approach to work and challenges
* Proven ability to work to deadlines and manage workload effectively
* Demonstrable ability to plan and prioritise own workload with minimum supervision
* Adaptable and flexible approach with exceptional attention to detail
* Committed to continuous professional development
* An alignment and adherence to the CWGC’s Values: RESPECT, EXCELLENCE, TEAMWORK, COMMUNICATION, PROFESSIONALISM and COMMITMENT
* Health and Safety responsibility for self and others

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*Your key duties are set out within this job description. From time to time, you may be required to perform such other reasonable duties that fall outside your job title or key job duties, should this be necessary to meet the needs of the CWGF.*

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**Signatures**

Name of Job Holder: Signature: Date:

Name of Line Manager: Signature: Date: