

Job Description

Interim Senior Individual Giving Officer

Location:	Battersea, London
Contract:	Interim – 9 months
Salary:	£35k pro rata
This post holder will report to:	Senior Individual Giving Manager

BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school. Our aim at BookTrust is getting every child reading – regularly and by choice. With the long-term impact of the pandemic on children's lives, and with an ever-widening gap for the most disadvantaged children, our work has ever been more important. We have a new ambitious five-year strategy with a deep commitment to doing ever more to support children and families from disadvantaged backgrounds in reading.

Background to the role

As part of our new strategy, we aim to grow our income significantly over the next five years. (Our current income is £10m pa). We have strong and realistic foundations for this aim and a secure base of income from long term committed funders including the Arts Council of England, the Welsh and Northern Ireland governments. These funders enable us to reach children through our flagship programmes, but with a huge amount of new work under development, securing new income streams is a high priority for us.

A review of our current income streams has identified that individual giving has significant potential. Individual giving currently raises £1.2m through a successful regular giving programme with donors almost exclusively recruited via inserts and one cash appeal at Christmas run mainly via social media and email. These demonstrate that people will support us and give us an excellent base from which to grow.

To support this growth, we have undertaken a restructure which will see the creation of a Mass Engagement team which will combine Individual Giving and Trading. This role is within the Mass Engagement Team which is part of the Communications & Development Directorate alongside Digital, Marketing, Communications and High Value Giving.

Job purpose

The Interim Senior Individual Giving Officer plays a central role within the income generating team at BookTrust and is responsible for supporting the delivery and development of BookTrust's Individual Giving programme. Working to specific income targets, the Senior Individual Giving Officer will manage regular giving acquisition and stewardship and the annual Christmas appeal. The post holder will also work with the Senior Individual Giving Manager and the Fundraising Coordinator testing and developing new acquisition activity and, on the processing, administering, and reconciling of all donations and the recording of donor information on BookTrust's CRM – Microsoft Dynamics. The post holder will be energetic, enthusiastic, and passionate about helping BookTrust achieve its individual giving income targets.

Key responsibilities

Programme

- Plan, manage and deliver BookTrust’s regular giving acquisition inserts campaigns and the Christmas appeal across social media, email and print.
- Be responsible for the creation and delivery of regular on and offline stewardship communications.
- Support the Senior Individual Giving Manager with the set-up and testing of new acquisition activity in particular paid social and email.
- Respond to ad hoc offers of in memoriam, legacy, and celebratory donations.

Relationships

- Work closely with the communications team to find emotive case studies and develop compelling fundraising propositions to inspire giving.
- Maintain strong working relationships with internal and external stakeholders in the delivery of individual giving activity.
- Manage relationships with internal stakeholders and external agencies and suppliers.

Budgeting, analysis, and reporting

- Operate within set budgets and achieve income targets outlined in annual plans.
- Feed into quarterly forecasting and annual budget setting processes.
- Closely monitor campaign results, provide updates on performance and produce post-campaign analysis reports.
- Make recommendations to improve the performance of future campaigns based on evidence and data.
- Work with the colleagues to develop and update existing reporting mechanisms.
- Produce clear and succinct briefs to agencies, suppliers and internal stakeholders.
- Undertake other duties as required that are commensurate with this role.

PERSON SPECIFICATION

We are looking for someone who is proactive with a positive attitude, who can work independently and collaboratively within the team and with colleagues across the organisation including Digital, Marketing, Comms, Finance, and Operations.

CRITERIA	E or D
Knowledge	
a. An understanding of generating income from a wide range of fundraising activities across offline and digital channels	E
b. An understanding of donor stewardship and retention and delivering a high level of donor care	E
c. A high level of understanding of Fundraising CRM systems, reporting and data selections	E
d. An understanding of budget management, reconciling donations across different fundraising platforms, and handling gift aid	E
Experience	

<ul style="list-style-type: none"> a. Experience of delivering and evaluating acquisition campaigns across a variety of offline and digital channels b. Experience of project management to deliver acquisition campaigns within agreed timescales and budgets c. Experience of working with designers, fundraising and media agencies and other external suppliers d. Experience of working with databases for recording and maintaining donor records, as well as using it for targeting, segmentation, and response analysis to inform learnings for future campaigns e. Ability to monitor and evaluate campaign results and make recommendations to improve performance f. Experience of developing and delivering effective stewardship journeys g. Experience of working with multiple donation platforms h. Experience of budget setting, monitoring and reconciling donations with finance teams i. Experience of producing accurate, interesting and compelling written communications 	<ul style="list-style-type: none"> E E E E E D D D D
Skills and Attributes	
<ul style="list-style-type: none"> a. Excellent administrative and organisational skills, able to manage varied workload and working to tight deadlines b. Excellent communication skills – both written and verbal c. Excellent IT skills, including Microsoft Office (especially Excel) and have good understanding of using CRM databases within a fundraising setting d. Ability to work collaboratively, be agile and open to change. Confident to work creatively and develop new ideas within existing processes and systems <p>Key BookTrust behaviours: ambitious to deliver, creative, work collaboratively, embrace change</p>	<ul style="list-style-type: none"> E E E E
Qualifications	
<ul style="list-style-type: none"> a. A good level of education b. Relevant workplace qualification or experience related to individual giving 	<ul style="list-style-type: none"> E D

E = essential criteria

D = desirable criteria

Terms and Conditions

- Salary: £35,000 pro rata
- 28 days holiday, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

To apply, you must submit your CV and attach a covering letter of no more than two pages outlining your suitability in relation to the person specification.

Our Commitment to Diversity and Inclusivity

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.