Bristol Animal Rescue Centre
Job Description

JOB TITLE:	Individual Giving Manager
CONTRACT TYPE	Permanent, Part-time
HOURS OF WORK:	28 hours per week. (35 hours FTE) Core office hours (Monday to Friday, between 8:00am to 5:00pm), with occasional evening and weekend work as required (TOIL agreed with line manager)
LOCATION:	Bristol Animal Rescue Centre, 48-50 Albert Road, St Philips, Bristol BS2 0XA - some home working possible subject to business requirements
REPORTS TO:	Head of Fundraising and Communications
PURPOSE OF JOB	Lead the strategy, planning and delivery of individual giving fundraising across the charity to maximise sustainable income and supporter lifetime value. Working closely with the Head of Fundraising and Communications, shape and execute multi-year individual giving plans across key income streams. Ensure supporters receive a seamless, impactful donor experience where they feel valued, recognised and connected to animal welfare outcomes.
RESPONSIBLE FOR	● Supporting volunteers
KEY RELATIONSHIPS	● Staff and volunteers across all charity departments ● Potential and current donors
RESPONSIBILITIES / DUTIES	**Strategy and portfolio management** ● Lead and grow the individual giving portfolio, including regular giving,

	one-off donations, appeals, Commemorative giving, lottery, raffles, and mid-value and major donor pathways, to maximise income, ROI and long-term sustainability ● Develop and implement multi-year individual giving strategies, annual budgets, and income and KPI targets in partnership with the Head of Fundraising and Communications ● Champion legacy and Commemorative Giving fundraising by building pipeline cultivation, refining supporter journeys and embedding legacy messaging across appropriate touchpoints **Supporter experience, acquisition and retention** ● Design and oversee end-to-end, segmented supporter journeys that drive new donor acquisition, conversion, retention and re-engagement ● Oversee multi-channel campaigns (direct mail, email, digital and appeals) from planning through evaluation to grow an active and loyal supporter base ● Ensure high standards of stewardship, thanking and impact reporting so donors clearly see how their gifts help animals ● Create "wow" moments for supporters to move them up the pipeline **Collaboration, data and governance** ● Partner with Marketing and Communications and animal welfare teams to gather authentic stories and case studies, keeping messaging aligned with brand guidelines ● Oversee database segmentation, Gift Aid capture and performance reporting to track income, ROI and retention metrics and inform future decisions ● Work with Finance on accurate income reconciliation and ensure all fundraising activity complies with charity regulations, data protection (GDPR) and fundraising codes of practice ● Manage external suppliers and agencies, and provide line management or supervision to team members and volunteers as required
PERSON SPECIFICATION: **Qualifications, Skills, Experience and personal attributes:**	**Qualifications, skills, experience and attributes required** **Essential** **Experience and knowledge** ● Proven experience working in individual giving, direct marketing or supporter fundraising, with a strong track record of meeting or exceeding income and ROI targets ● Experience developing and managing multi-channel acquisition and retention campaigns (e.g. direct mail, email, digital appeals, regular giving, or Commemorative/legacy activity) ● Demonstrable experience designing segmented supporter journeys and delivering high-quality donor stewardship ● Experience managing fundraising budgets and forecasting income. ● Experience analysing campaign metrics (response rates, attrition, lifetime value). ● Working knowledge of CRM databases for segmentation, reporting and data hygiene.

	● A solid understanding of GDPR, Gift Aid and the Fundraising Regulator's Code of Fundraising Practice ● Experience managing relationships with external suppliers, print and mailing houses, or creative agencies **Skills and abilities** ● Ability to think strategical combined with hands-on project management skills to take campaigns from concept to delivery ● Excellent copywriting, storytelling and verbal communication skills, able to tailor messaging sensitively to different audiences (including bereaved or legacy supporters) ● Analytical mindset with confidence interpreting data and translating insights into actionable improvements ● Strong interpersonal and stakeholder management skills, with the ability to collaborate effectively across teams and build rapport with donors ● High level of organisation, attention to detail, and ability to manage competing deadlines **Personal attributes** ● Genuine passion for animal welfare and empathy with the mission and values of Bristol Animal Rescue Centre ● Proactive, solutions-focused approach with resilience and adaptability in a busy charity environment ● Commitment to equality, diversity, inclusion and ethical fundraising practices **Desirable** ● Experience leading or managing legacy marketing and cultivation programmes ● Experience developing mid-value or major donor pipelines and face-to-face donor stewardship ● Experience running charity raffles, lotteries or payroll giving schemes ● Line management or supervision experience of fundraising staff or volunteers ● Experience working within an animal welfare charity or local/regional fundraising environment ● Relevant professional qualification (e.g. Chartered Institute of Fundraising Certificate/Diploma or IDM qualification)
Key information	**Salary range:** £28,000 (£35,000 FTE) **Hours per week:** 28 hours per week (35 hours FTE) **Working Pattern:** Core office hours (Monday to Friday, 8:00am to 5:00pm), with hybrid working subject to business requirements. This role will also require work in the evenings and at weekends on occasion, for which time off in lieu is available in agreement with your line manager. **Annual leave:** 20 days PA, rising to a maximum of 27 with length of service(pro rata for part time staff). You are also entitled to 8 public holidays a year (pro rata for part time staff).

	Pension: We contribute to the NEST pension scheme. **Non-salary benefits** ● Free eye tests and contribution to prescriptions ● Access to an Employee Assistance Programme ● Discounted rates with PetPlan pet insurance
The duties listed are not exhaustive. Other reasonable duties may be required from time to time at the discretion of your line manager.	