

FareShare

Individual Giving Manager

Reporting to: Head of Fundraising
Location: London / Remote in current circumstances
Hours: 35 hours
Salary: £35-40,000

About FareShare

FareShare is the UK's national network of charitable food redistributors, made up of 17 independent organisations. Together, we take good quality surplus food from right across the food industry and get it to almost 11,000 frontline charities and community groups. Over the past year 24,074 tonnes of food were redistributed by FareShare Regional Centres and FareShare Go nationwide through our charity network supporting 933,578 vulnerable people every week.

Hunger is a growing issue in the UK and while there is surplus food that is otherwise going to waste, we believe that this food should be used to feed people first.

The COVID-19 pandemic has created an even greater need for FareShare's work and during this time, we have trebled the amount of food distributed to support vulnerable people. We have also seen a huge increase in public awareness of and engagement for our activities. Expanding our Income Streams to convert this new level of support is more crucial than ever to help fund our on-going work.

FareShare's Strategy & Vision

Vision: We have the vision of a UK where "No good food goes to waste".

Mission: To use surplus, fit for consumption, food to feed those who are vulnerable in the UK by supporting front line charitable organisations that tackle the cause and not just the symptoms of food poverty.

Our Purpose: We are doers. We are a community. We change lives.

Our Values:

Passion - for our cause and the challenge that lies ahead

Ambition - to go the extra mile and drive the change that must happen

Respect - for ourselves, each other, our volunteers, our partners and our beneficiaries

Collaboration - it's only by working with others that we can be stronger

Focus - on providing the best service possible so that we deliver and achieve the most for our clients/customers

The Role

We have a dynamic Fundraising team and have seen incredible growth in support across income streams. At the same time, the organisation is passionate and committed to keep increasing our activities so that more food can reach the 11,000 charities and community groups nationwide. To meet this ambition, we need to continue to grow our income and as a result of new investment agreed by our Trustees, we are now looking for an Individual Giving Manager to lead and develop our individual giving programmes, inspiring and motivating donors to engage with the organisation more often and more deeply.

Until recently, the majority of our fundraising focus and successes have been on corporate partnerships and income from trusts and foundations. We have some fantastic and loyal individual donors and thousands of new supporters thanks to phenomenal response to our Covid-19 emergency appeal.

The role will develop existing and new propositions, products, audiences, channels and technology and will deliver creative supporter journeys that build long-term loyalty and value.

As this is the first time FareShare has created an Individual Giving Manager role, this an exciting opportunity drive innovation in supporter experience and use insight to shape, test and refine strategy. We're looking for someone that, with the right support, excels when there is no previous pattern to copy and who thrives on making things happen.

Main areas of responsibility

The key focus of the role will be:

1. Managing, planning and delivering multi-channel and data-driven engagement with individuals, ensuring opportunities are maximised to acquire, develop and retain donors
2. Create an inspiring donor experience that builds long-term relationships with our donors
3. Using audience insight led strategies, develop new income streams such as in memory and celebration giving
4. Financial management of forecasting and reporting for Individual Giving income and programme ROI analysis
5. Collaboration with Fundraising Department colleagues for broader management of major donors, data analysis, audience segmentation and Marketing activities to deliver efficient and effective campaigns

Responsibilities

Income generation, management & planning

- Oversee the planning and delivery of a new programme of multi-channel activities which support regular and one-off cash donations and deliver against agreed targets and KPIs
- Develop audience-driven propositions, in collaboration with key stakeholders to diversify the individual giving programme and ways to give to FareShare
- Ensure high quality supporter care and supporter journeys that maximise the life time value of our donors
- With the Fundraising Marketing Officer, create an excellent supporter experience, and marketing activity that inspires further giving and greater understanding of our work
- Ensure compliance with all legal and regulatory requirements
- Lead on Gift Aid management and maximisation
- Assess current giving platforms and systems to ensure the right elements are in place to achieve targets, introducing new processes & tools where appropriate
- Create segmentation strategy and plans according to audience data and CRM support

Insight & Evaluation

- Provide insight and evaluation on our donor audience, campaign performance and opportunities to optimise activities to inform the IG strategy and its evolution
- Explore and test new methods for donor recruitment and increasing donations
- Establish processes to collect insights on donor profiles and develop strategies for priority audiences for maximum engagement and retention
- Complete campaign evaluation analysis to build and improve upon ROI
- Develop knowledge of potential supporter audiences to target new donors for acquisition and trial new approaches
- Deliver processes and systems to capture feedback and from donors

Financial Management

- Provide effective forecasting of the Individual Giving income stream across short-term programme and longer term strategy
- Prepare detailed income and expenditure reports for each area of activity, and interpret data in order to measure effectiveness and return on investment
- Manage budgets which support seasonal campaigns and acquisition of new supporters through online channels and digital activities

Collaboration

- Work with the Head of Fundraising, Corporate Partnerships Manager and Senior Trusts & Grants Manager to manage Major Donor relationships and processes
- Support the Head of Fundraising with the creation of a FareShare Development Board
- Liaise with the Gifts and Data Systems Officer to ensure knowledge is built on donor profile audiences
- Establish a productive working relationship with the Fundraising Communications Officer and Marketing Department to deliver engaging supporter communications and propositions

Person Specification

As an employer committed to Equal Opportunities, we will assess applications in line with these criteria that we consider either as being essential or desirable in this role.

Essential

Experience and Knowledge

- Experience of Individual Giving income generation and management
- Experience of creating programmes of activity and business plans to recruit, engage, inspire and retain donors
- Experience of creating and delivering multi-channel campaigns with good experience of using digital channels to acquire new donors
- Experience of providing excellent customer/donor care
- Solid knowledge of the regulatory environment for fundraising from individuals including data protection, Gift Aid and fundraising codes of practice and regulation
- Analytical skills with developed forecasting and numeracy abilities
- Experience of using Salesforce or similar database and audience segmentation and use of data analytics
- Proficiency in e-mailing systems such as ActiveCampaign or Mailchimp

Skills and Experience

- A strong communicator able to act as a spokesperson for the organisation and as an internal champion of supporter growth and development
- Resourceful and creative with strong ability to use initiative
- An excellent storyteller
- Skilled relationship manager both internally and externally
- Ability work under pressure and meet deadlines
- Good communication and interpersonal skills

Desirable

- Some line management experience
- Experience of major donor relationship management
- Experience of working with Fundraising Boards

Values and behaviours

- A commitment to Equal Opportunities
- An understanding of, and sympathy with FareShare's mission
- Flexibility of approach and ability to work in a team

Application procedure:

Please send a CV and covering letter to Recruitment@fareshare.org.uk by 9am on Monday 20th July 2020.

Interviews will take place during w/c 27th July 2020.