

JOB DESCRIPTION

Job title:	Individual Giving & Membership Officer
Reporting to:	Head of Income Development
Working hours:	Full time / 37.5 hrs a week
Location:	Endometriosis UK's office at London Bridge (will consider part time / flexible/ hybrid working for the right candidate)
Contract:	Permanent
Annual salary:	£28,000 - £30,000 pro rata depending on experience (including London Weighting)
Closing date for applications:	Monday 15 th August, 9am.
Interview Date:	Thursday 25 th August (with possibility to flex due to summer holidays)

ABOUT US:

Endometriosis UK is the leading UK charity supporting those living with endometriosis. Formed in 1981, we offer information and support to women and those assigned female at birth with endometriosis, for example through our website and information leaflets, and via our local support groups, Helpline and online forum. As well as directly supporting those with endometriosis, we work to raise awareness of endometriosis amongst healthcare professionals, the public and the media; lobby for improved treatment and management; and support research. Current campaigns include getting menstrual wellbeing taught in schools across the UK, improving diagnosis times including through healthcare practitioner awareness and education, and for implementation of the NICE guidelines on endometriosis across the UK to deliver better treatment and care. We have a big job to do and ambitious plans.

ABOUT THE ROLE:

This exciting new role is a chance to be part of establishing an Individual Giving programme at Endometriosis UK, helping the charity raise more money to support those affected by endometriosis. You'll work closely with the Head of Income Development to develop and deliver asks to increase income from individuals, including the acquisition and retention of regular donors. Activity will primarily be email and digital fundraising initially, though there will be opportunity to test new channels as the role progresses. As well as delivering one-off and regular gift asks and great stewardship communications to donors, you'll also be responsible for providing effective stewardship to Endometriosis UK's members and growing the organisation's membership base.

If you're an experienced Individual Giving, Direct Marketing or Digital Fundraising professional looking for your next opportunity and a chance to make a big difference to fundraising at a growing charity, we'd love to hear from you.

In this role, your key responsibilities will include:

- Work on increasing income from individual donations below £1,000, primarily through email and social media, and the retention and acquisition of supporters
- Promote and grow cash donations and regular giving amongst warm and cold audiences
- Develop and deliver effective supporter journeys for each audience
- Coordinate and deliver a schedule of stewardship, cash and regular gift mailings, working with the Digital Communications Officer, Communications Manager and Head of Income Development on content

- Monitor the results of mailings and fundraising campaigns, optimising for best results
- Test and grow fundraising through sponsored social media, text to donate and cash appeals
- Manage the set-up, troubleshooting and delivery of campaigns on social media platforms and CRM systems
- Review and develop our Membership offering, stewardship and journey
- Deliver effective promotion and marketing of the Membership scheme, leading to a growth in Membership
- Working with the Communications Manager/Digital Engagement Officer, deliver regular communications to Members
- Support Community Fundraising colleagues with the development of effective stewardship mailings and supporter journeys

The role of volunteers is integral to our work at Endometriosis UK, and paid staff are required to underpin this in their attitude and actions.

We are a small, busy charity, and all staff help with the general running of the organisation in addition to their specific role activities.

PERSON SPECIFICATION:

Essential:

- Demonstrable experience in Individual Giving fundraising, including meeting and reporting on fundraising targets
 - Demonstrable experience in, and an understanding of, donor or customer care principles
 - Successful track record of delivering strong supporter stewardship
 - Demonstrable experience in monitoring and reporting against plans and budgets
 - Experience in using a database or CRM solution, including data selections and query-writing
 - Experience of working in a team towards multiple deadlines
 - Strong project management skills, excellent time management and organisational skills, with the ability to manage several deadlines simultaneously
 - Strong relationship management skills and able to deal with varied internal and external stakeholders and suppliers
 - Strong Microsoft Office skills
 - Understanding and experience of marketing research and testing, data analysis and insight
 - Able to write compelling and professional communications for a variety of audiences and channels
 - Ability to learn quickly and adapt to team needs
 - Strong attention to detail
 - Awareness of the importance of GDPR compliance.
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- Ability to be able to work flexibly including some weekends and evenings.
 - Understanding of living with endometriosis or a demonstrable interest in women's health and empathy with our mission.
 - Understanding and demonstrable commitment to equal opportunities, diversity and inclusion.
 - Undertaking any other duties commensurate with the role and general level of responsibility of the post.
 - Employment rights to live and work in the UK

Desirable:

- Experience in acquisition marketing, ideally gained in the charity sector
- Knowledge of donor/customer motivations and stewardship

- Experience in Legacy / In Memory giving
- Experience with Membership schemes and stewardship
- Experience of data analysis and providing detailed insights

The closing date for applications is Monday 15th August at 9am, and interviews will take place on Thursday 25th August, preferably in our London office but with flexibility to host virtually (other options could be available should this fall on holiday dates).

To apply, please send your CV and a maximum 2-page cover letter outlining how you meet the person specification and why you are interested in this post to: assistant@endometriosis-uk.org.

Please note that for capacity reasons, we are only able to get back to successful candidates on the status of their application.