



Job title:	Individual Giving Officer
Location:	Hybrid, with option for home and office (London)
Department:	Development
Reporting to:	Head of Individual Giving
Salary:	£27,000 – £30,000 per annum (depending on experience)

Main purpose of role: As part of the IG team, you will play a pivotal role in helping people with a muscle-wasting condition access the support and services they need and help fund vital research by recruiting, retaining and stewarding the amazing supporters who donate to MDUK through appeals, regular giving, by purchasing our merchandise and through our weekly lottery and our raffle. As part of a small and busy team, you will have the opportunity to work across the charity on joint campaigns and volunteer and attend a wide range of amazing activities throughout the year.

Main tasks and responsibilities:

1. Campaign management

- ▶ Project management – we run a host of direct marketing campaigns including email, mail, digital and telephone. You will be responsible for campaign planning, testing, creative development, copy writing and editing, agency management and delivery, making sure that any appeal is run efficiently and effectively from start to finish
- ▶ You will be responsible for developing retention activities to encourage our supporters to continue their contributions through a variety of channels, including our membership programme 'Friends of MDUK'
- ▶ You will have the opportunity to 'test and learn' acquisition strategies, to challenge existing practice and optimise existing campaigns
- ▶ You will have the opportunity to learn about in memory, legacy marketing and newsletter development, working with other team members to ensure that we can deliver our targets throughout the year

2. Budgeting and reporting

- ▶ You will have the opportunity to tender for products and services, providing great briefings that will enthuse and engage our suppliers to deliver the best for the charity

- ▶ You will be supported in working to the existing budget, but will be able to influence and input into future financial planning from the results of your campaign tests and your negotiation skills with our suppliers
- ▶ You will report to your Head and to others in the charity on campaign performance, and use insight tools to analyse and project future performance
- ▶ Your experience, imagination and expertise will contribute to the growth of the IG team's net income and contribute ideas and support across teams

3. Other duties

- ▶ To monitor the range of DM inboxes and to provide high-quality personalised responses to supporters including regarding direct marketing campaigns and our online shop.
- ▶ To work with the content team to source case studies and images for use in campaigns
- ▶ To maintain the confidentiality and security of donors' personal information at all times
- ▶ To run relevant data queries, project analysis as required by campaigns requirements, deal with supporter queries and maintain accurate donor records in the charity's CRM
- ▶ To write, edit copy and proofread fundraising materials for campaigns and our web pages using the web content management system.
- ▶ To ensure all supporter communications are in line with Muscular Dystrophy UK's values, brand and tone of voice; and in line with direct marketing best practice.
- ▶ Project manage creative work and copy produced, ensuring compliance to the written brief and in keeping with Muscular Dystrophy UK's aims and objectives.
- ▶ To carry out any other tasks as requested by the Head of Individual Giving

Extent of authority

- ▶ Liaison with other Muscular Dystrophy UK departments and external suppliers to settle outstanding queries where appropriate.
- ▶ Prioritising and planning own workload to ensure all projects meet deadlines and objectives
- ▶ Liaison with appropriate staff without referral
- ▶ Representing the charity to external marketing agencies and other suppliers without referral. Also representing the charity to donors and the general public through dealing with enquiries (including complaints) and providing information

Values and behaviours

1. A positive attitude and approach that reflect the [charity's values](#).
2. To contribute to the development of the charity and team.
3. A commitment to and an understanding of disability issues, equal opportunities and diversity.
4. To demonstrate role model behaviour at all times.

Education and qualifications	
Good standard of written English	Essential
Experience	
Demonstrable experience creating and managing direct marketing campaigns for a charity	Essential
Experience of managing direct mail, telemarketing, email and online campaigns	Desirable
Experience of using a fundraising database or charity CRM	Essential
Experience of managing a campaign budget	Essential
Experience of cross departmental / organisational working	Essential
Experience of working with outside agencies	Desirable
Skills	
Proven copywriting, editorial and proofreading skills, with ability to tailor copy to the audience	Essential
Excellent communications skills both written and verbal, and the ability to communicate at all levels	Essential
Good level of computer literacy – particularly Excel, but also Outlook, Word, and Powerpoint	Essential
Good organisational, project and time management skills	Essential
Personal qualities	
Good interpersonal skills and good telephone manner	Essential
Well organised and methodical with initiative to manage own workload and multi-task	Essential
Sensitivity and initiative when dealing with donors and families with muscle-wasting conditions	Essential
A flexible and positive attitude to work, particularly new initiatives	Essential
Planning - The ability to develop and implement clear and robust plans for self and others to follow.	Essential
Organisational skills - The ability to manage own time and tasks effectively. Taking an approach that is results orientated and systematic making you personally effective in managing own workload complying with set (i.e. in-house policies, legislations, etc).	Essential
Ownership and accountability - The ability to accept responsibility for own area of work, identifying critical elements and working in a pro-active/solution focused way to achieve.	Essential
Team work - The ability to accept responsibility for own area of work, identifying critical elements and working in a pro-active/solution focused way to achieve. Be willing and able to support other team members when needed.	Essential
Communication - The ability to represent the Muscular Dystrophy UK effectively and professionally. Produces clear and effective communications appropriate to the audience, utilising the most appropriate channel and in keeping with brand guidelines.	Essential
Self-Development - The ability to constantly challenge and improve self and others demonstrating ambition for self and charity to achieve goals.	Essential
Volunteers and supporters - The ability to work effectively with volunteers and supporters to deliver business goals. Recognises the value and contribution of volunteers and supporters – empowers others through provision of support, coaching and training.	Essential
Details	
Hours –35 hours per week, some evening and weekends may be required.	
Holidays – 25 days	

If you would like an informal chat with the Head of the Individual Giving team about the role, please feel free to call: 020 7803 4840.