

| | |
|----------------|---|
| Job title: | Individual Giving Fundraising Officer |
| Reporting to: | Head of Fundraising |
| Contract: | Permanent |
| Hours: | 21 hours per week |
| Salary: | £28,000 per annum (£16,800 pro rata for 21 hours) |
| Place of work: | The successful candidate can be based remotely, but will be expected to attend The Migraine Trust office in London as needed. |
| Job purpose: | Supporting all aspects of Individual Giving income and growth, and providing excellent supporter care. |

About The Migraine Trust

The Migraine Trust is the UK's leading migraine charity, there for the 10 million people living with migraine. We provide information and support, campaign for awareness and change to reduce the inequity surrounding migraine as well as funding and promoting research.

With one in seven people in the UK living with migraine, we see daily how this complex and debilitating neurological disorder significantly affects so many aspects of their lives, from work, school, and personal relationships, and feelings of isolation. We have been leading and bringing the migraine community together to change this since 1965.

People look to the charity for the most up to date information. Every year over two million people visit our website, and thousands contact our helplines for information and support on all aspects of migraine and for help in managing it at work, in education, and in accessing healthcare.

We campaign for increased awareness and understanding of migraine, better access to treatment, and national policy change to improve the lives of people who get it.

We have funded over 140 medical research projects and hold an international symposium every two years to bring together the world's leading experts on migraine as well as providing an opportunity for the public to hear the latest news about research from around the world.

Your Team

You will be joining a small, friendly, and dedicated team at an exciting time as we launch a new organisational strategy in 2023. Building on our existing success, we are expanding the ways in which we raise funds.

This role will help us to safely grow our income whilst ensuring that we have systems in place that guarantee our supporters receive outstanding donor care and that everyone can see the impact of their kind contribution.

Being part of a small team will offer many opportunities to participate in a range of activities that will help develop your skills across different areas of fundraising, communications and supporter care.

Role Purpose

The Individual Giving Fundraising Officer will join us on a part-time, permanent basis. You will be responsible for growing IG income, including regular giving, lottery, donations, celebration and in memory giving.

Working closely with the Head of Fundraising, you will manage a busy and varied workload of appeals and engagement communications across a range of traditional and digital channels.

The role will work with teams across the organisation to develop the Individual Giving programme to attract new supporters and retain current ones. It includes project managing multi-channel acquisition campaigns, early supporter journeys, direct mail appeals and growing regular giving income.

As the Individual Giving Fundraiser, you will implement supporter care for individual giving and in memory fundraising to increase the retention, acquisition and lifetime value of supporters and ensure that everyone can see the impact of their kind contribution.

Working with people across and beyond the organisation, particularly people affected by migraine and those working to help people with migraine, you will play a role in writing and developing content in partnership with our communications team such as social media, email, website content and magazine content.

This is a really exciting role as the Individual Giving Fundraising Officer will be given the opportunity to develop and grow as a fundraiser, and to use their skills, knowledge, creativity and experience to grow this income stream whilst providing donors with a great donor experience.

Who we are looking for

We are looking for a talented and motivated individual, experienced in public fundraising, with a clear passion for inspiring supporters.

The successful candidate will be a personable, ambitious and a self-motivated individual, passionate about building positive relationships with our supporters. In addition, you should have a good eye for design, have experience of marketing tactics across traditional and digital channels, excellent planning and communication skills and the ability to interpret numerical and statistical information to monitor performance.

Duties will include but not be limited to:

- To assist in planning, managing and executing the donor development programme which will include multichannel direct marketing campaigns to develop existing supporters and to recruit new supporters for The Migraine Trust.
- Manage campaign responses, monitor results and analysis of campaigns to provide recommendations for appropriate changes to improve future campaign results.
- Work with Head of Fundraising to develop, implement and test a variety of donor journeys.
- Work closely with Communications Team to test and develop digital activity to drive income and improve supporter retention.
- Work with external agencies to develop creative briefs and concepts and evaluate copy and artwork to ensure campaigns are delivered to brief and a high standard.
- Import and export data from a variety of platforms ensuring that all income, and donor data is recorded onto Raisersedge database, working with the Finance Team to ensure accurate monthly reporting.

- Keep up-to-date with developments in the fundraising sector, particularly concerning best practices and compliance regulation and ensure these are followed on all campaigns.
- Assist in ensuring that all data is held in accordance with GDPR and support on all GDPR related activity.

This is not an exhaustive list of duties and the charity's management may, at any time, allocate other tasks which are of a similar nature or level.

Key competencies and requirements

| Experience and knowledge | |
|---|---|
| Experience of working in a fundraising role at a charity or have worked with comparable experience in areas such as sales or marketing | E |
| Excellent organisational and planning skills with the ability to multi-task and prioritise workload | E |
| Experience in, and an understanding of donor or customer care principles | E |
| Experience of using a CRM database | E |
| Experience in using a professional work-related database or CRM solution, including data selection and query writing | D |
| A good understanding and experience of different fundraising disciplines and channels such as social media, direct marketing, email marketing | D |
| Familiarity with software such as Microsoft Office, Raiser's Edge and/or web tools such as SurveyMonkey, Wordpress and social media platforms | D |
| Experience of monitoring and reporting against plans and budgets | D |
| Knowledge of donor / customer motivations and stewardship | D |
| Awareness and understanding of how to communicate with vulnerable people | D |
| Personal attributes and skills | |
| Able to write compelling and professional communications for a variety of audiences and channels. | E |
| Good communication and listening skills and attention to detail | E |
| Excellent IT skills including MS Office, internet and databases | E |
| Ability to work independently, using own initiative, and as part of a team | E |
| Able to recognise and respect different perspectives, and be open to new ideas and views of others | E |
| Strong project management skills, excellent time management and organisational skills, with the ability to manage several deadlines simultaneously. | E |
| Strong relationship management skills and able to deal with varied internal and external stakeholders and suppliers. | E |
| Awareness of the importance of GDPR compliance. | E |

The Migraine Trust is an equal opportunities employer and we welcome applications from all suitably experienced persons regardless of their race, socio-economic backgrounds, gender, disability status, ethnicity, religion/faith, sexual orientation, or age.

Benefits

The Migraine Trust is proud of its culture towards work life balance and provides a flexible working culture.

Holiday

We offer 25 days holiday a year (excluding bank holidays), which increases for each year of service up to a maximum of 30 days. Holiday entitlement is pro-rated for part-time hours.

Pensions and other benefits

After 3 months, we will auto-enroll you in our workplace pension scheme and we will contribute 8% of your salary subject to you contributing an amount equal to at least 4%.

Hospital Saturday Fund Scheme 100 HSF health plan

We are always looking at how to create a positive workplace which rewards and supports our employees. We recently partnered with the HSF to provide you with a range of services designed to help you when you need a fast response. HSF Perkbox provides access to popular stores online and offline. From discounted cinema tickets to gym membership and even money off everyday shopping. With the wellbeing of our employees being core to our values, we want to ensure they are happy and healthy, and you would also have immediate access to an Employees Assistance Programme including a free confidential helpline.

Training and development

Our people are our best asset. We want you to thrive and reach your full potential, both professionally and personally. We have a generous training budget, and you will be given time to make use of it. As a small organisation, we can give you opportunities to quickly grow in your role, to gain new experiences and develop new skills. We hope you use this to help drive The Migraine Trust forward, but also to have developed new skills and experience that you can use throughout your career.

Team Events

The Migraine Trust is aware of the challenges of remote working and so team members are encouraged to join our weekly online social meetings, and there are also opportunities to meet face to face at our quarterly away days. These are invaluable experiences to work face to face with all members of the organisation on a work-based activity, followed by the chance to socialise in the evening.

How to apply

Please send your CV and a covering letter to Debbie Noel at recruitment@migrainetrust.org.

When writing your cover letter, please ensure that you provide specific examples to demonstrate your competencies, achievements and skills addressing the specific criteria set out. Applications without a covering letter will not be considered.

If you have any questions about the role or if you would need any adjustments made for the interview process, please contact Debbie Noel via the email address above.

The closing date for applications is **Friday, 7 April 2023**. There will be one interview which will be held in the week commencing 10 April 2023.