

Job Description and Person Specification

Job title:	Individual Giving Officer
Location:	London (currently home based until new office location is determined)
Travel required:	None
Contract:	Permanent
Reports to:	Director of Fundraising and Communications
Direct reports:	This post has no line management responsibility
Criminal Records Check:	Enhanced DBS

About Changing Faces

People with visible differences are vulnerable to isolation, loneliness, social anxiety and low self-esteem. They face staring, harassment, bullying and hate crime. They experience lowered expectations in school, problems getting work and stereotyping in the media. This can have a devastating, and lasting, impact on their wellbeing - we know one in three people with a visible difference feel depressed, sad or anxious because of how they look.

Changing Faces is the UK's leading charity for everyone who has a mark, scar or condition that makes them look different. We provide practical, social and emotional support to people affected by disfigurement, we challenge discrimination, and we campaign for a world that respects difference.

Changing Faces wants a future where everyone with a visible difference on their face or body has the confidence, support, and opportunity to lead the lives they want.

Overall Purpose of Role:

- Stewarding regular givers, individual donors, and legacy pledgers; increasing their lifetime value.
- Devising and implementing campaigns and approaches to increase our number of individual donors.
- Leading on the maintenance of our donation platform and payment gateways and ensuring timely recording and reporting of donations on our database

Main areas of responsibility

Key Activities

Supporter fundraising

- Creating 2-3 individual supporter appeals a year, including overseeing copy and artwork development and liaising with consultants where necessary.
- Leading the development of Changing Faces legacy marketing and in memory giving programme.
- Overseeing Changing Faces small community fundraising and challenge event programme, including the London Marathon, providing support and encouragement to supporters as they prepare for sponsored events and in their fundraising.
- Working to agreed financial targets.

Donation platform maintenance

- Creating, testing, maintaining and archiving donation forms.
- Working with the digital team to optimise online donation forms as well as the wider user journey.
- Trouble-shooting issues with our external suppliers.

Provide excellent donor support, care and customer service

- Overseeing supporter journeys, positively impacting retention across the board contributing to high quality stewardship and thanking plans.
- Managing legacy cases, enquiries, and pledges.
- Managing legacy marketing and retention activities with the support of the Fundraising team.
- Contributing to the development of future integrated campaigns to ensure individual donors/ regular givers and legacy pledgers play a vital role.
- Supporting the Communications team to ensure excellent website and social media content to support our fundraising work.
- Collecting and sharing relevant stories, trends and activities from supporters to the wider team.

Donations and Gift Aid processing

- Recording, analysing and acknowledging income received from multiple sources according to procedures and within agreed service levels.
- Generating receipt letters or emails relevant to a range of donations from supporters, and work with the Fundraising Team on improving the way donations are acknowledged.
- Working with the Finance Team to manage gift administration, reconciliation, run reports and queries.
- Supporting the Director of Fundraising and Communications in monitoring growth and attrition rates for individual giving, community and challenge event income.

Maintain and operate the supporter database

- Keeping the supporter database (Salesforce) up to date and maintain supporter database documentation.
- Running database queries and provide one-off reports and ongoing analysis of income.
- Maintaining an up-to-date knowledge of fundraising regulations and data privacy including consent, Gift Aid submissions and record keeping.

Person Specification

Criteria	Essential or Desirable
Proven experience of generating regular income from individual donors and meeting donor recruitment and retention targets	E
Excellent technical skills across CRM databases, websites, dedicated donation platforms and online payment gateways	E
Ability to analyse and report on ecommerce data, including knowledge of Salesforce reporting tools, Google Analytics, and Data Studio	E
Email marketing experience, including a good understanding of audience segmentation and donor journeys	E
Understanding of one-off and regular payment methods, including Direct Debit processes and the Direct Debit Guarantee.	E
Experience working with external suppliers to ensure uptime and ongoing performance of ecommerce platforms.	E
Experience in the production of fundraising materials (both in print and digital)	E
First class verbal and written communication skills	E
Experience of supporting and administering events.	D
Excellent customer service skills.	E
Sound experience of donor management, support and care.	E
Proven organisational skills, ability to meet deadlines and handle multiple priorities.	E
Strong commitment to Changing Faces values, vision and purpose and to keeping the voices of people with visible differences at the heart of all work.	E