

Job description and person specification

Please note this statement is for information only and does not form part of a contract. The responsibilities articulated are not exhaustive and we are committed to working practices that are flexible, collaborative and inclusive.

Job title	Individual Giving Officer (IG)	Location	London, Chesterfield, home working.
Contract type	Full-time	Contract length	Fixed term, one year maternity cover
Date	January 2022		

Context

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we'll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we're making real progress. But there's still a long way to go, and we won't stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.

We're the team that inspires people to give their money, their time and their voice to make a difference to people with arthritis. We will do this by:

- promoting what the charity offers and the impact this makes.
- getting people to buy in to the impact and benefits of what the charity delivers.
- asking people to make their own contribution.
- valuing and stewarding all those who contribute so that their commitment and engagement with our charity feels great and deepens.

Everyone in I&E has a role to:

- Inform, drive and support continuous improvement in our external engagement.
- Put learning, wellbeing, flexibility, contribution, collaboration and inclusion at the heart of our culture.
- Advocate for our brand.

- Understand our organisational vision and strategy, and their role in delivering it (for example through leadership, management, audience insight, engaging propositions, valuable relationships, technical skills, aligning our brand and culture).

Main purpose of the role

The team is responsible for growing the Versus Arthritis community and the contribution (money and voice) the community makes to improve the lives of people with arthritis. The team will deliver an integrated, audience-focused mass engagement programme to increase brand reach, drive service engagement, amplify our collective voice to drive change and grow donations across mass income streams.

This role will work as part of an integrated engagement team building a large pool of people who know who we are, share our values and consider us worthy of support. The post holder will use data to optimise our community of support providing opportunities to activate – and keep activating – with easy actions with mass appeal to grow deeper, more mutually valuable relationships built on shared values. These actions can be non-financial as well as financial but all contribute to maximising impact for people with arthritis.

This role will be one of two Individual Giving Officers who, together with the Individual Giving Manager, make up the Individual Giving Team. This team is accountable for engaging thousands of people each year to make a donation to Versus Arthritis. The aim of this team is to transform the number of supporters who give and the longevity and value of their support. They will do this through the development of innovative, multichannel audience and insight led mass acquisition and retention activities and product development.

The programme includes cash appeals, reactivation, upgrade, supporter magazines, lottery and much more.

Role purpose:

- To grow and retain the number of individual giving supporters.
- To develop engaging and innovative content, offers and products that inspire our audiences to take multiple actions and increase their engagement with the charity.
- Lead through the full creative process for each campaign, managing relationships with suppliers and internal colleagues to deliver results.
- Develop creative, relevant and engaging content for different audiences and channels working proactively with teams across the organisation to identify potential stories and relevant information.
- Work with the mass marketing team to hit acquisition targets for each campaign.
- Work with the supporter journey team to ensure best in class integrated journeys and that learnings are captured, shared and deployed.

Management and key relationships

Roles managed	None
Reports to	Individual Giving Manager
Key Relationships	<ul style="list-style-type: none"> • Income and Engagement teams • Colleagues across the charity • Data, Assurance, Finance, HR and Performance • External suppliers • Versus Arthritis' supporter community • Relevant external networks

Main Responsibilities and Duties	
1	<p>It's about leading and managing</p> <ul style="list-style-type: none"> • Plan and deliver engaging, innovative campaigns to increase the number of donors, achieve income growth and improve gift values and retention. • Support the Individual Giving Manager with product / campaign evaluation, new product development and testing. • Develop creative, relevant and engaging content and propositions for different audiences, taking external inspiration. • Embed our customer engagement principles, brand and tone of voice in all content and communications. • Actively contribute to wider team planning activities.
2	<p>It's about implementing and delivering</p> <ul style="list-style-type: none"> • Plan and deliver engaging, innovative multi-channel direct response campaigns and retention activity. • Ensuring the organisational CRM is being used effectively to facilitate accurate supporter stewardship and reporting. • Engage with insights into our core audiences, understand their motivations and needs and use this information to create relevant and timely communications and plans. • Collect and share relevant insights with the wider team.

3	<p>It's about being audience-informed, effective and integrated</p> <ul style="list-style-type: none"> • Work closely and effectively with internal teams including Customer Engagement and Experience, Data and Digital, Services, Supporter Care, Research Liaison and other relevant teams. • Establish strong working relationships with agencies and suppliers. • Be a proactive member of the Mass Engagement team, learning about colleagues' work and insights and applying them to own work.
4	<p>It's about monitoring and reporting</p> <ul style="list-style-type: none"> • Ensure all work complies with data protection policies and legal requirements including the Fundraising Code of Practice. • Build and maintain awareness of relevant developments in the charity and commercial sectors, seek inspiration, share learnings with the wider team and suggest ways of using the knowledge to improve performance.

Criminal Record Check	
Requirement	This role <u>DOES NOT</u> require a Criminal Record check.

Person specification

	Essential requirements	Evaluation stage
1	Understand different audiences, their needs and motivations. Interpret performance insights, make recommendations for improvement and apply them.	Application/ Interview
2	Work independently and manage a varied workload. Think creatively and turn ideas into practice. Demonstrate excellent attention to detail. Work well under pressure and manage conflicting priorities.	Application/ Interview

3	Engage critically with creative concepts and plans across the team and share thoughts constructively. Manage multiple projects and deliver to a high standard.	Application/ Interview
4	Learn about and keep up with the wider work of the charity. Work collaboratively with colleagues across levels to develop innovative and engaging content. Communicate clearly and confidently with stakeholders across all levels.	Application/ Interview
5	Experience of working in a charity or commercial setting in direct marketing, digital marketing or fundraising and using email marketing, paid social and/or search to recruit and convert donors or customers and increasing scale.	Application/ Interview
6	Developing and delivering successful campaigns for different channels, achieving ambitious targets and objectives.	Application/ Interview
7	Experience of working well with budgets, tracking financial and other metrics and working to improve ROI.	Application/ Interview
8	Working with data, segmentation and campaign analysis to deliver growth. Evaluating results and making recommendations for future activity.	Application/ Interview
9	Developing engaging creative concepts with agencies or internal teams. Using email clients to develop and evaluate email campaigns.	Application/ Interview

Desirable requirements

Evaluation stage

1	Experience of working in the charity sector.	Application/ Interview
2	An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions.	Application/ Interview

Our values and behaviours framework underpins our daily working lives at Versus Arthritis. Its primarily for employees, volunteers and trustees and describes the expectations we have of each other, and our individual and collective commitment to the organisation.

Our values and behaviours directly support our brand identity and our customer experience principles. Even though the language may not be exactly the same, the principles and ideas are all consistent with our purpose and identity as Versus Arthritis.

- We value our contribution to a truly **inclusive** and **flexible** organisation, that prioritises people's **health and wellbeing**.
- We value **learning** to increase our impact for people affected by arthritis.
- We value being **accountable** for our actions and have **high expectations** of each other.
- We value **persevering** with challenges when we know **it's the right thing to do**.