

JOB DESCRIPTION

Position:	Regular Giving Manager
Responsible to:	Head of Development
Responsible for:	N/A
Works With:	Operations Directorate, external suppliers and third parties
Location:	Hybrid – Godalming and home

Overview:

As the Regular Giving Manager you will deliver the strategy and content for the League Against Cruel Sports regular giving fundraising programmes. You will inspire our supporters by cultivating a sense of identity and ownership to secure regular and committed donations.

You will be responsible for managing and growing regular giving, payroll giving and League Lotto by engaging with existing League supporters and social media followers. You will be plan and deliver rolling upgrade and retention fundraising campaigns to uplift average values and reduce regular donor attrition.

You will use your creative and analytical skills to implement new acquisition campaigns, working with external suppliers to deliver online campaigns.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- To manage and grow the regular giving programme
- To manage and grow the League Lotto lottery product
- To manage and grow the Payroll giving programme

JOB DESCRIPTION

Principal Responsibilities:

- Manage acquisition of regular giving through creating and delivering inspiring online activities and campaigns
- To create a regular giving identity/product portfolio
- Use data effectively to deliver rolling upgrade and reactivation campaigns to uplift value and reduce regular giving attrition
- Effectively steward all regular givers, including Lotto players and members
- Report and make recommendations on regular giving
- Recruit, manage and grow the League Lotto
- Grow Payroll giving opportunities with third-party suppliers and supporters
- Manage relationships with external service providers to ensure products remain compliant in line with relevant legislation
- Deliver required income to support the League's annual budgets and KPIs
- Monitor and demonstrate achievement of set objectives and KPIs, reporting on performance for all managed campaigns
- Keep up to date with sector-wide fundraising trends and share with Operations Directorate to help create a testing and learning environment
- Work with the Campaigns and Communications Team to ensure League supporters receive timely and consistent messaging their donor lifetime
- Work in line with company policies and processes, in particular health and safety and information security
- Actively work to embed sustainability into day-to-day practices, advancing sustainability at the charity
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement
- Any other duties that are reasonably asked of you

JOB DESCRIPTION

Skills/Knowledge	Essential	Desirable
Professional and Technical Qualifications		<ul style="list-style-type: none"> Relevant qualification in marketing, digital marketing or fundraising
Experience and Knowledge	<ul style="list-style-type: none"> Proven experience in a third sector fundraising role Proven experience of designing and delivering regular giving strategies Working knowledge of data analysis and performance metrics 	<ul style="list-style-type: none"> Experience managing multiple projects Proven experience of copywriting for various audiences Strong understanding of charity laws and regulations
Skills and Competencies	<ul style="list-style-type: none"> High levels of attention to detail Sensitive and effective interpersonal skills – able to establish and maintain excellent working relationships with staff, supporters and other stakeholders Able to generate solutions, analyse and understand issues and make rational judgments based on relevant information Confident and effective communication skills Intermediate MS Word, Excel, PowerPoint and Outlook 	<ul style="list-style-type: none"> Experience of working with fundraising agencies

JOB DESCRIPTION

Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:	
Printed name:	
Date:	