

Job description

Individual Giving Officer

What we do

As an independent charity and founder member of the United Bible Societies, we strive to provide people with a Bible in a language they can understand, a format they can access, at no charge or a price they can afford – both in Scotland and abroad – believing that the Bible ultimately leads people to Jesus.

Purpose and responsibilities

Reporting to and working closely with the Head of Donor Care, you will be responsible for and deliver key tasks associated with individual giving in accord with the Society's wider fundraising strategy. Seeking to maximise lifetime value (LTV) of existing donors by increased frequency or level of giving, you will also have a focus on driving growth through new donor relationships. Main responsibilities will include:

- Build meaningful relationships with (and grow income streams from) Mid-range and Major donors
- Define and deliver a planned strategy to secure income from Mid-range and Major donors
- Research and understand the 'donor journey' in context of both fundraising and other forms of engagement a donor or supporter may have with the work and activities of SBS
- Research, write, co-ordinate and disseminate information to individual donors that will inspire deeper partnership with our work and mission

Person Specification

You are passionate about the message of the Bible, able to communicate with (predominantly) a Scottish Christian audience. You thrive in a collaborative environment, willing to contribute your fundraising skills, experience and ideas to achieve targets and objectives. You will have a warm, friendly and welcoming personality – hospitable toward supporters, volunteers, and potential new donors – often being the first public face or voice of the organisation via events, meetings, phone calls, emails.

This role requires an understanding of the different Christian communities of Scotland in order to create relevant content for key audience in view. The Society is an organisation with a strong Christian ethos, therefore there is an occupational requirement that the post holder is a practising Christian.

DUTIES & RESPONSIBILITIES

1. Strategy Development

- Recruit new committed givers – moving one-off donors toward regular contribution, upgrading existing committed givers to a higher value donation, innovating via committed giving 'products'
- Qualify and manage a defined caseload of Mid-range and Major donors
- Create individual goals and communication plans for each Major donor in caseload
- Be involved in planning and running events
- Ensure Mid-range and Major donor data records remain accurate and informative
- Create monthly reports reflecting caseload activity and performance
- Assist in recruiting new donors based on detailed, defined evidence regarding best stewardship of funds in relation to return on investment
- Monitor and maintain attrition rates to identify trends and inform potential growth in donor LTV
- Research and monitor donor journey, working with colleagues to identify forms of engagement a donor or supporter may have with the work and activities of SBS
- Utilise ThankQ CRM database working with Database Manager to produce in-depth analysis of appeals and supporter engagement, to better understand and guide SBS donor journey
- Support Head of Donor Care with regular reporting, tracking quarterly income targets
- Work with colleagues (e.g. Communications Team) to create offers, proposals, personalised asks

2. Engaging with Supporters

- Confidently represent SBS to potential and existing donors
- Attend meetings and events, building face-to-face relationships with supporters, volunteers and ambassadors as and when required
- Contribute to the development of new communications by utilising fundraising knowledge to deliver targeted and informed campaigns (with particularly focus on Mid-range and Major donors)

3. Teamworking

- Handling donation-related enquiries when necessary by phone, letter, email or in person
- Accurately recording individual donor relationship information on ThankQ CRM database
- Collaborate with colleagues in Donor Care to ensure supporters are thanked appropriately for their donations, personalising communications when necessary (e.g. working directly with the Chief Executive on appropriate means for thanking Major donors)
- Assisting Head of Donor Care on assigned tasks to support wider Donor Care team
- Collaborate with Communications Team to deliver effective print, digital and exhibition materials
- Participate in weekly Staff Meetings, providing updates on your work
- Work collaboratively across departments, participating in processes that aid Donor Care Team and overall charity effectiveness

4. Other Duties

- Attend events support field-mission work on behalf of the organisation
- Attend meetings and relevant training as per requirements of the role (may be offsite, involving travel, overnight stays, time away from office, out-of-office-hours – compensated by time off in lieu)

KNOWLEDGE, SKILLS & EXPERIENCE

Essential

- Excellent written skills with an eye for detail
- Experience communicating with general public, positive manner on telephone and face-to-face
- Good communicator, comfortable working with staff at all levels
- Ability to work autonomously or in a team, meeting deadlines as required
- Ability to learn quickly, analyse information, and communicate findings in plain English to your peers, management team and other colleagues
- Ability to respond to change and adapt to unexpected circumstances beyond your control
- Competent using Microsoft Office and CRM databases
- Competent knowledge with spreadsheets and numeric analysis
- Experience of working with suppliers and external partners
- Experience of working for a Christian organisation or an understanding of the different Christian communities (denominations) within Scotland – cognisant of motivations behind faith-based giving in order to tailor communications appropriately

Preferable

- Minimum 12-months' successful track record in fundraising
- Institute of Fundraising Certificate and active involvement in Special Interest Groups (SIGs)
- Experience developing individual giving campaigns (direct mail and regular giving programmes)
- Experience of developing relationships and securing funds with Mid-range and Major donors
- Knowledge of Data protection and Institute of Fundraising's Code of Practice for Fundraisers

Scottish Bible Society staff commit to the following Values in all areas of work:

Mission Focussed | Bible Centred | Team Orientated | Innovative and Professional

Please request a copy of the SBS Values Document for fuller details