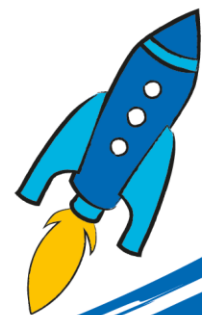


# Individual Giving Officer Candidate Briefing Pack



Dear Candidate

Thank you for your interest in our Individual Giving Officer role at The Children's Trust.

The Children's Trust is the UK's leading charity for children with brain injury. We are unique, with an international reputation for the work we undertake to improve the lives of the children and families with whom we work. We provide information and support to thousands of children with brain injury and their families annually, through education, care, therapy and research. We provide expertise and experience in meeting the needs of children and young people with acquired brain injury, neuro-disabilities and complex health needs.

As our Individual Giving Officer, you will be responsible for the operational delivery of the Individual Giving strategy, you will use proven fundraising techniques across print and digital to grow and diversify our programme, engaging with both new and existing audiences to support our work with children with brain injury and neurodisability.

You'll plan, manage and deliver impactful campaigns through the full creative process and will manage relationships with suppliers to ensure the delivery of results, alongside meeting compliance requirements; competent in setting-up processes needed to deliver accurate data and drive precise insights and analysis.

This is a chance for an outstanding candidate to make a significant and lasting difference to the lives of thousands of children and families.

Kind regards

**Pierre Fernandes**  
**Head of Supporter Marketing**

## The Charity

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability.

The charity provides rehabilitation, medical care, special education, community services and expert information.

Our key services are:

- Rehabilitation for children with Acquired Brain Injury (ABI)
- A non-maintained special school, with associated residential houses for children with complex education, health, therapy and care needs
- Support for children with ABI and their families in the communities across the UK, through our Brain Injury Community Services.
- Online information and support via our publications and [braininjuryhub.co.uk](http://braininjuryhub.co.uk)

Our residential services based at our national specialist centre in Tadworth, Surrey, work in partnership with the NHS and local authorities to provide a step-down pathway of care between hospital and home. The centre is entirely child and family focused to ensure that their needs are appropriately supported.

In the community, we provide clinical support to complement local services and give children and young people with ABI the best chance of succeeding at home and in school.

We are the only paediatric centre with a national specialised commissioning contract (through NHS England) to provide brain injury rehabilitation for children with severe brain injury. Our other services are funded through local health commissioners (such as clinical commissioning groups), social care and education authorities, together with the millions raised through voluntary fundraising.

Thanks to the generosity of The Children's Trust's supporters, our 24 acre Tadworth site features a modern hydrotherapy pool, accommodation for parents, specially adapted equipment, a nature trail and soft play areas.



We run a non-maintained special school for children with complex education, health, therapy and care needs with associated residential houses. The Children's Trust School supports children and young people from 2 - 19 years old and is dual-registered with the Care Quality Commission (the school residential houses) and Ofsted Education.

The Children's Trust is a charitable organisation with approximately 750 committed staff and over 1,000 volunteers with a range of expertise across nursing and care, education, therapy, operations and centralised support functions such as finance, HR, fundraising and communications. A number of these staff are based off site around the UK as part of our community work or in our charity shops.

## Job Description

<b>Job Title</b>	Individual Giving Officer
<b>Reports to</b>	Senior Individual Giving Manager
<b>Direct reports</b>	None
<b>Level</b>	Officer
<b>Location</b>	Tadworth, Surrey
<b>Salary</b>	£28,000 - £30,000 per annum (dependent upon experience)
<b>Hours of Work</b>	37.5hrs per week
<b>DBS</b>	Enhanced with Children's Barred List

## Job Purpose

The Individual Giving team are a small and ambitious team who sit within Supporter Marketing and form part of a wider Fundraising and Communications directorate. The team is responsible for generating around £1.5m in income a year, through recruiting new donors and building relationships with existing donors, including legacies. We have ambitious plans for growth and, as part of a supporter marketing remit, are developing more holistic relationships with our supporter base.

Reporting to the Senior Individual Giving Manager, you'll take responsibility for planning, managing and delivering innovative and impactful supporter campaigns across a range of channels. With the ability to resolve everyday challenges and obstacles independently, you will be expected to deliver a range of Direct Marketing fundraising campaigns through the full creative process, from briefing to concept, through to final delivery, as well as reviewing results and making recommendations.

## Duties and Responsibilities

### **Campaign project management:**

- Plan, manage and deliver innovative and impactful supporter campaigns across a range of channels.
- Operate within set budgets and achieve income targets outlined in annual plans.
- Produce clear and succinct briefs to agencies, suppliers and internal stakeholders.
- Use marketing judgement to proof, edit and develop compelling creative, and make sound decisions on proposals and testing plans.
- Work closely with the Data Manager, as well as Supporter Care, Communications, Events and Community Fundraising to successfully deliver campaigns and evaluations.
- Support the development of an effective welcome and supporter journey, to help increase the average lifetime value of donors.
- Continually test and learn across campaigns to improve performance.

- Deliver campaigns in a compliant way, adhering to GDPR and fundraising regulation and Code of Conduct.

#### **Reporting and analysis:**

- Closely monitor campaign results and provide updates on performance.
- Produce post-campaign analysis reports.
- Work with the Data Manager to develop and update existing reporting mechanisms.
- Make recommendations to improve the performance of future campaigns based on evidence and data.

#### **Developing insight, product development, competitor analysis and industry perspective:**

- Use existing research and insight, and where appropriate, undertake and commission new projects to derive new / further insight and analysis.
- Identify, research and develop new products, creative ideas and fundraising initiatives.
- Keep up to date with industry developments and act upon direct and digital marketing trends and statistics.

#### **Working with others:**

- Consult and work with appropriate teams, staff members and volunteers within The Children's Trust, to ensure fundraising projects are as successful as possible.
- Manage relationships with internal stakeholders and agencies.

#### **All staff are expected to:**

- Attend and contribute to regular team and directorate meetings and briefings.
- Participate in learning and development, as requested by the Line Manager.
- Work as a supportive member of the team, working on projects that benefit the whole section or Group, providing cover for and training other team members and volunteers, as required.

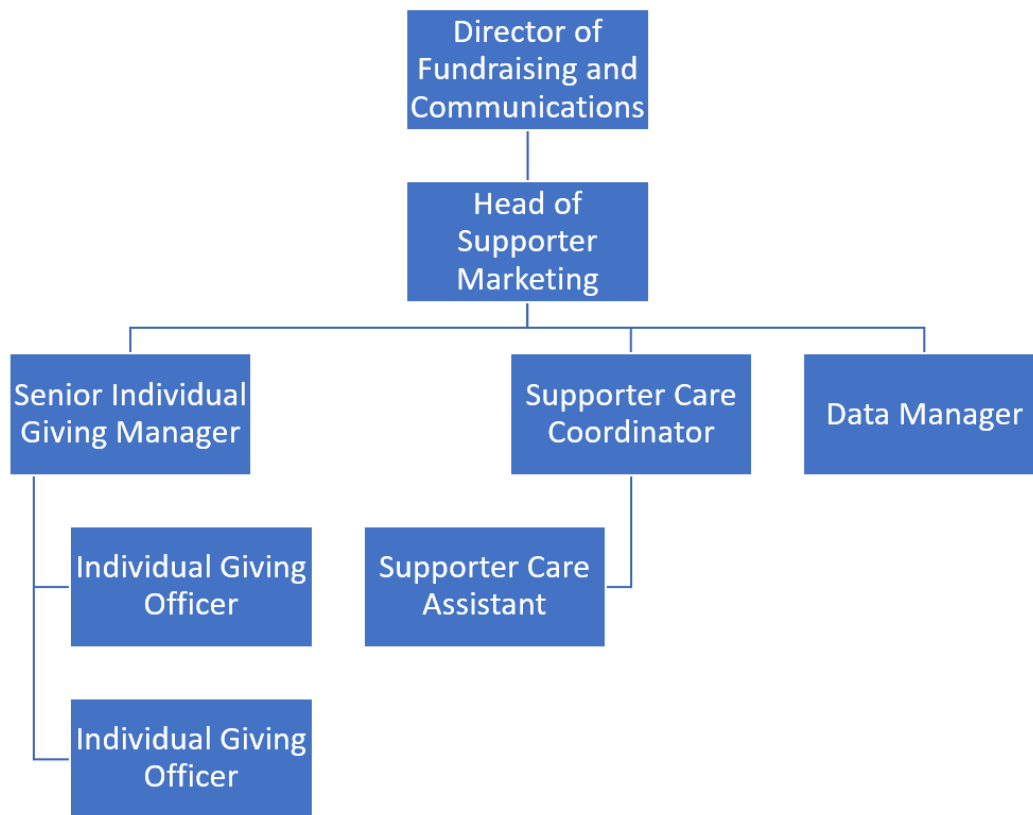
#### **Health and Safety:**

- Adheres to all health and safety guidelines, including infection prevention and control.
- Provide evidence of a valid NHS Covid Pass or acceptable proof of Covid vaccination or medical exemption and all vaccinations (or medical exemption) required for the post.
- Adhere to manual handling procedures and complete mandatory manual handling training.
- Promotes the health and safety of others.
- Uses the incident reporting and risk assessment system (IRAR), to identify and report risks and incidents/actions if directed.
- Responsible for identifying and mitigating risk within the work environment.

#### **Wellbeing and Emotional Resilience:**

- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems.
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary.
- Treats challenges and problems as a learning experience.
- Remains organised and focused when under pressure.
- Responds appropriately and effectively to all constructive feedback.
- Motivates self and others.

# Organisation and Structure



# Person Specification

Selection Criteria:		Essential / Desirable
<b>Experience &amp; Knowledge</b>	• Proven working knowledge of direct marketing and/or fundraising principles and practice, with the ability to use this knowledge to engage with supporters	<b>Essential</b>
	• Experience of working in both print and digital channels	<b>Essential</b>
	• Experience of database marketing, segmentation and analysis	<b>Essential</b>
	• Experience of setting and delivering an income and expenditure target	<b>Essential</b>
	• Sound experience of project management or managing complex programmes of work	<b>Essential</b>
	• Ability to demonstrate creative flair and marketing judgement, including a working knowledge of how to apply these for print and production	<b>Desirable</b>
	• Experience of supporter stewardship	<b>Desirable</b>
	• Use of ThankQ database	<b>Desirable</b>
• Previous experience in prize led fundraising (lottery and raffle)	<b>Desirable</b>	
<b>Skills &amp; Abilities</b>	• Proven communication skills, e.g. written and verbal	<b>Essential</b>
	• Strong analytical skills, with the ability to interpret and analyse media proposals, data and information, to deliver recommendations	<b>Desirable</b>
	• Ability to work within a diverse team and build excellent working relationships	<b>Essential</b>
	• Ability to manage personal deadlines and prioritise a demanding workload	<b>Essential</b>
	• Ability to make informed decisions, particularly when dealing with conflicting deadlines	<b>Essential</b>
	• Excellent attention to detail	<b>Essential</b>
<b>Personal Qualities</b>	• Personable, sociable and people oriented	<b>Essential</b>
	• Proactive and self-motivated, with the ability to think creatively	<b>Essential</b>
	• Dedication, commitment and tenacity	<b>Essential</b>
	• Change orientated approach to work	<b>Essential</b>
	• Commitment to the vision and values of The Children's Trust	<b>Essential</b>
	• Flexible and 'can do' attitude to competing commitments in workload	<b>Essential</b>
	• Highly motivated and reliable	<b>Essential</b>
	• Ability to cope working in a demanding environment	<b>Essential</b>

## Safeguarding

The Children's Trust is committed to safeguarding and promoting the welfare of children and young people. To achieve our commitment, we will ensure continuous development and improvement of robust safeguarding processes and procedures that promote a culture of safeguarding amongst our workforce.

The Children's Trust has policies on safer recruitment, the recruitment of ex-offenders and criminal record checks. Please refer to the People Team for further information.

## Equity, Diversity & Inclusion

At The Children's Trust we recognise how important it is to have leadership that reflects the children, young people and families that we support. We also recognise that staff, comprised of a range of skills, backgrounds and experiences will help us to better understand the needs of those we support, and how we can best represent their interests.

We, therefore, particularly welcome applications from disabled people, individuals from diverse ethnic backgrounds and those from other under-represented groups.

The Children's Trust is committed to achieving equity, diversity and inclusion (EDI) across all levels of the organisation. For further information, see: <https://www.thechildrenstrust.org.uk/about/statement-equity-diversity-Inclusion>

## Our Promises

Our Promises capture our strengths and aspirations. They guide the way we act, interact and come together to achieve our goals. The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people – our volunteers, employees, partners, trustees, and suppliers. Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our Promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five Promises.

