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# Individual Giving Coordinator

**JOB DESCRIPTION**

**Salary:** FTE £33,000 pro-rata

**Hours:** 2 days per week. Post may require some evening and weekend commitment.

**Length of contract:**  18 months

**Employer pension contribution:** Statutory employer contributions - currently 3% of pensionable earnings.

**Leave:** Pro rata of FTE 25 days p.a. plus pro rata BH

**Manages:** Major Donor consultant. Possibly fundraising volunteers/champions.

**Managed by:** Programme Manager (PM)

**Based at:** South London Botanical Institute, Tulse Hill.

**Purpose of post**

The Individual-Giving Coordinator (IGC) post is a short-term post dedicated to the review and development of Individual Giving arrangements, including membership subscriptions, donations, and legacies. You will identify improvements and put in place methods to encourage more individual giving in both the lifetime of the BEST programme (see below) and beyond. A Major Donor consultant will help you develop the programme for attracting major donations above £1,000.

The post is funded by the National Lottery Heritage Fund under their Resilient Heritage Programme and is part of a larger BEST programme (‘Botanical Education: Sustainable & Thriving’). We hope to achieve income from various sources of approximately £27,500-£40,000 above 2019-2020 projections, by the end of the BEST programme or within 6 months of its end.

Your aim will be to begin to increase income during the lifetime of the project, to contribute to longer-term income growth and to advise on the succession strategy and Business Plan 2020-2025. Targets are to receive £10,000 above anticipated donated income by the end of 18 months and a plan to achieve £25,000 by 2025.

For more details about the SLBI please see [www.slbi.org.uk](http://www.slbi.org.uk)

**Tasks**

1. Individual-Giving

You will:

* Expand our stakeholders by reviewing & increasing individual & affiliate membership, developing appropriate offers & advising on fee levels & marketing. Target: increase individual membership numbers from 200 to 400 by end of project; 15 affiliate.
* Instigate & trial attracting legacies, *in memoriam* gifts & pledges, utilising Remember a Charity and/or other promotional streams.
* Evaluate different on-line & digital fundraising platforms, identifying most appropriate for SLBI, & set up.
* Recruit & manage the Major Donor consultant, incorporate viable findings into your workplan and, with the consultant’s help, trial a major donor campaign\*.
* Examine, report on & test individual sponsorship/adoption opportunities (e.g. matching donors with SLBI projects, posts or resources;)
* In collaboration with Programme Manager, and in line with SLBI Business Plan priorities, identify 2-4 appropriate revenue and/or capital projects for match IG and grant-aided fundraising. Set up & test appropriate campaigns.
* Develop and ensure delivery of 3-6 donor cultivation or fundraising events, in house or externally (e.g. stalls at appropriate events or in partnership with other organisations); evaluate response and success.
* Using the publicity budget available, develop appropriate campaigns for the above, working with the Administrator to ensure appropriate publicity, promotion, record-keeping, data-protection and administrative systems and use of SLBI facilities to support the project.
* Identify potential means of securing income to continue fundraising activities after BEST.

1. Review and Planning

You will:

* Work to a 18-month timetable and workplan, agreeing targets with PM.
* Familiarise yourself with existing donors, giving methods, donor materials and patterns, identifying further areas of potential donor cultivation, partnered fund-raising & growth;
* Review & revise donation methods & databases, setting up systems to encourage increased donations (e.g. number of donors, amounts donated, repeat donations) and seeking to match donor interests to SLBI projects and other priorities;
* Work with the Administrator to review systems for achieving, recording and processing memberships and donations, including online giving and Gift Aid claims. Oversee introduction of Donor Coordination software if appropriate, ensure Administrator and/or volunteer training undertaken and implement other efficiency changes if necessary. Ensure relevance both for BEST lifetime and for succession.
* Work with the Administrator to review existing donor and contact database. If necessary implement changes that will facilitate management of IG;
* Monitor results of tests & trials against targets; review and adapt where necessary.
* Review progress against workplan after 6-9 months and implement lessons learned;
* Contribute to strategic, financial and developmental discussions aimed at making the SLBI more financially resilient, especially in respect of continuing cost-effective IG activities.
* Develop future workplace and ensure succession-plan so that core staff/trustees/volunteers are able to manage on-going relationships, processes and programmes.
* Undertake additional training if necessary (e.g. major or mid-value donor fundraising)

1. Project Administration

This post is administratively self-servicing. In order that the project runs effectively, you will:

* Work with the PM to develop and deliver the programme; work with the Administrator to ensure appropriate publicity, promotion, record-keeping, data-protection and administrative systems and agree use of SLBI facilities;
* Manage a small budget for events, mailings & other promotional activities, record them accurately, notify PM of any differences or anomalies;
* Be self-reliant for day-to-day administrative tasks, including identifying and obtaining additional software and/or training necessary, in agreement with PM
* Keep accurate records of approaches, pledges & project-related income in line with donor & SLBI requirements to enable tracking, monitoring and comparisons.
* Record, comply with and share appropriately any donor conditions for gifts received.
* Ensure that relevant staff/volunteers are familiar with accessing/using any donor databases;
* Ensure good hand-over systems are in place at end of project.

1. Champions and volunteers

At times, it may be appropriate to work with volunteers, champions and/or trustees, when you will:

* identify ways for them to increase their participation and skills in IG activities;
* Provide training and/or induction, either on the job or in workshops to share IG skills;
* Supervise quality of work undertaken.

1. Evaluation, reporting & succession

Periodic and end of project reporting is required by National Lottery and by SLBI. You will:

* produce or contribute to short progress reports, providing statistics and other information for 2-monthly trustee meetings and other meetings as required by PM;

# contribute to strategic, financial and developmental discussions as part of assessing project & trials, strategy review, Business Plan 2020-2025 and BEST succession plan.

1. Other

* Other reasonable tasks as agreed from time to time with the trustees and/or PM to ensure full delivery & evaluation of project.
* Follow Code of Fundraising Practice and any other requirements from Fundraising Regulator.
* Work in accordance with SLBI Equality & Diversity, GDPR, privacy and other relevant policies.

**PERSON SPECIFICATION**

**Essential**

* Demonstrable charity fundraising experience & success developing and promoting individual-giving programmes for smaller charities.
* Experience of promoting and increasing membership, developing individual funding proposals and organising fund-raising events.
* Successful experience and understanding of contact databases and promotional materials to encourage giving.
* Excellent understanding of good practice in raising donations from individuals, legacies and *in memoriam* giving.
* Experience of working with, or managing consultants.
* Proven ability to work collaboratively in a small team.
* Self-motivated with ability to work on own initiative and to manage own time
* Ability to work on various tasks and projects in busy environment.
* Basic budget management skills.
* Excellent inter-personal skills.
* Excellent, sensitive and persuasive, verbal and written communication skills.
* Familiarity with Word, Excel, Outlook, social media, and other relevant applications.
* Understanding of and commitment to equality & diversity.
* Willingness to acquire & share existing & new skills.

**Desirable**

1. Experience of developing a legacy programme
2. Experience and/or understanding of Major Donor schemes.
3. Experience of working with and developing volunteers
4. Understanding of plant education and botany.

\*The Major Donor element of this project could be undertaken by the Individual Giving Coordinator, in additional hours, dependent on relevant experience.