

JOB DESCRIPTION

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| Job Title: | Head of Membership & Individual Giving |
| Responsible To: | Director of Income, Marketing & Communications |
| Location: | Home based with requirement for occasional travel |
| Salary: | £36,862 to £42,719 (Grade E) dependent on experience, plus 8% employer pension contribution |
| Hours: | 37 hours per week (1 FTE) |
| Contract: | Established post |

Job Purpose

Working with the Director of Income Marketing & Communications and colleagues across Butterfly Conservation, this role will be responsible for our membership and individual giving strategy, plans and budgets.

You will lead, motivate, and develop a team of staff to achieve income growth and create a loyal donor base that fuels our mission's success.

As part of your operational leadership responsibilities, you will also play a pivotal role in developing and implementing innovative approaches to growing and diversifying our fundraising portfolio, through outstanding levels of insights and horizon scanning.

This is an Operational Leadership role.

Main Responsibilities

Strategic

- Develop and deliver Butterfly Conservation's Membership and Individual Giving Fundraising strategy, supported by the Director of Income, Marketing & Communications - to substantially increase income.
- Develop and implement plans and new initiatives to generate growth in members and increase and diversify our unrestricted general funds.
- Lead on budget management, including setting targets and forecasting fundraising income, working closely with the Finance Team. Monitor, evaluate and report on annual plans against agreed targets.
- Contribute to the development and implementation of Butterfly Conservation's overall Income Generation Strategy.
- Provide timely information and reports to the CEO, Senior Leadership Team (SLT) and Trustee meetings and sub-committees, as required.
- Assist the Director of Income, Marketing & Communications by providing information on possible fundraising or reputational risks associated with any proposed application.

Operational

- Develop, implement, and review effective and innovative Membership recruitment and Individual Giving fundraising models and initiatives.

- Work collaboratively across the Directorate and wider organisation to ensure an integrated approach to supporter conversions, donor acquisition and donor stewardship.
- Deliver successful multi-channel fundraising campaigns, managing agency expenditure.
- Set, manage, and monitor annual plans - including all activities, targets and return on investment and provide monthly reports.
- Lead the team to deliver on their plans and nurture a culture of horizon scanning and innovation. Maintain effective processes to ensure good communication, transparency, and efficiency.

Membership

- Lead the review of membership categories, benefits and renewal processes to increase member numbers and income.
- Develop and deliver membership recruitment, conversion and upgrade campaigns to continue growth of membership. Improve membership stewardship to ensure good retention of members and effective reactivation.
- Maintain excellent customer service levels.
- Build and grow our member insights using the annual members survey and improve our processes, communications, and products for the future.
- Oversee the implementation of the new CRM database to ensure efficient management of membership data. Utilise CRM database to maximum use of technology to enhance fundraising processes.
- Work with Database Officer (IT) to ensure Gift Aid claims are run regularly and the income is split correctly across membership subscriptions and donations.

Individual Giving (IG)

- Lead on the development of individual giving activities (including but not limited to digital, Direct Mail, community, in-memory giving, payroll giving and gaming) to achieve annual fundraising income target.
- Work with the IG team to develop and test innovative fundraising initiatives to increase our regular giving propositions. Engage with colleagues across the organisation to collaborate on fundraising activities and appeals.
- Oversee the development and implementation of a mid-level giving programme.
- Work closely with the Finance team to ensure that income is correctly coded to restricted and unrestricted funds and ensure all tax and FR Regulator procedures are followed.
- Build and grow our insight of current supporters using the annual supporter survey.
- Ensure all communications follow GDPR as per the requirements of the ICO.
- Ensure that all fundraising complaints are recorded and responded to appropriately.

General

- Any other duties relevant to the post, as agreed with your Line Manager.
- Promote BC's values (Excellence, Passionate, Inspiring, Collaborative) ensuring they are adopted in all aspects of the role.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse workforce.
- Work in accordance with BC's policies, procedures, and codes of conduct.
- Actively participate in on-going professional development activities.



PERSON PROFILE

JOB TITLE: Head of Membership & Individual Giving

| Technical/Specialist Skills | Essential | Desirable | Method of assessment |
|--|------------------|------------------|-----------------------------|
| Educated to degree level or equivalent experience | ✓ | | A/I |
| Extensive experience of successful membership development and individual giving for a UK charity | ✓ | | A/I |
| Proven track-record of raising significant income, meeting fundraising targets and developing successfully funded projects | ✓ | | A/I |
| Ability to develop and implement fundraising plans and strategies to meet income targets and deadlines | ✓ | | A/I |
| Extensive experience of writing inspiring and compelling appeal literature and membership communications | ✓ | | A/I |
| Extensive knowledge of data protection and Fundraising Regulations | ✓ | | A/I |
| Ability to carry out research and benchmarking on prospective fundraising initiatives | ✓ | | I |
| Ability to communicate complex information (e.g. scientific information) succinctly and in plain English to a range of funders | ✓ | | I |

| Budget Responsibilities | | | |
|---|---|--|-----|
| Experience of managing income and expenditure budgets | ✓ | | A/I |

| Line Management/Contractor Responsibility | | | |
|--|---|--|-----|
| Excellent management skills, with demonstrable experience of leading, developing and motivating a diverse team across a range of functions | ✓ | | A/I |

| Personal Attributes | | | |
|--|---|---|-----|
| Analytical and methodical, with a high degree of accuracy | ✓ | | |
| Target driven with ambition to succeed and meet targets | ✓ | | |
| Organised with ability to prioritise workload, meet tight deadlines, set work programmes, and use own initiative | ✓ | | I |
| Creative and innovative with ability to turn funding requirements into exciting propositions to attract support from individuals | ✓ | | I |
| Good interpersonal and communications skills at all levels | ✓ | | I |
| Pragmatic, innovative and able to motivate others | ✓ | | I |
| Empathy with aims and objectives of Butterfly Conservation | ✓ | | A/I |
| Willing to work some weekends and evenings and away from home | | ✓ | I |
| Full Driving license or other means of transport. | ✓ | | A |

Key:

A = Application Form

I = Interview