

Job title: Development Manager (Individual Giving)	Responsible to: Director of Fundraising	
Location: Portsmouth, UK	Contract: Permanent	Hours of Work: 35 hours per week, Monday to Friday

About the Royal Navy & Royal Marines Charity

RNRMC is the Navy's principal charity which exists to support every sailor, marine and their families, for life. We do this by offering grants to and working with other organisations to deliver programmes that meet the needs of our beneficiaries. We work hard, engaging with supporters to help raise awareness and funds to deliver the outcomes required for today and tomorrow.

Role

As a newly created position, you will have the opportunity to create and drive Individual Giving in an innovative way for the charity. Supporting the fundraising team in developing their skills and understanding of the latest trends and technologies available. A chance to contribute to the development of digital fundraising and individual giving. This role is a mixture of strategy, management, and hands-on production.

Job Summary.

Working as the Development Manager (Individual Giving) you will manage a portfolio of online and offline direct marketing campaigns, project managing the delivery of these from end to end. This will include cash appeals, regular giving appeals along with line management of the Senior Legacies Marketing Executive and overview of Payroll Giving.

You will manage campaign budgets, liaising with external agencies/suppliers and develop a stewardship plan. You will also lead on content sourcing for your campaigns, writing case studies and liaising with the Grants department.

Development of supporter and donor journey's, segmentation, building emails and digital content, testing, and evaluating communications, reporting on activities, and presenting learnings to carry forward for optimising digital engagement and income. The ideal candidate will have a positive solutions-oriented approach, robust communication, and relationship-building skills to gain feedback and buy-in, be prepared to question current ways of working and provide solutions, to improve and grow fundraising.

The role holder must have at least 2 years' experience in Individual Giving and be a real team player, able to deliver projects on time, be reliable and proactive.

Responsibilities and Duties:

Line Management

- Set evidence based, SMART targets for the Senior Legacies Marketing Executive using a suite of planning tools. Ability to line manage and performance manage fundraising and income generation through effective performance management.
- To develop individuals within the team to maximise their potential and effectiveness.
- To facilitate and implement personal development programmes for staff and review performance in line with agreed standards of delivery.
- To work closely with the Director of Fundraising to implement a calendar of campaigns. Ensure momentum and progress is being made with the new fundraising strategy.

Innovation

- Lead and implement a programme of new 'insight led' fundraising activities. Optimising tech opportunities such as apps, crowdfunding, and cryptocurrency to name a few.
- Explore opportunities based on evidence and research.
- Work closely with the Marketing and Communications team to ensure new campaigns are launched and delivered appropriately.

Individual and Regular Giving

- To develop and deliver the Regular and Individual Giving strategy achieving sustainable measurable income growth.
- To contribute to shaping the strategic direction of the Charity by working with the Director of Fundraising to ensure key objectives are met.
- To be creative in researching, testing and where appropriate, developing new opportunities and campaigns for individual and regular income generation.
- To monitor and evaluate progress across the fundraising function and effectively feed that information and data into future planning regularly and accurately.
- To create, implement and update departmental processes to ensure efficiency and effectiveness.

Oversee the Payroll Giving Team

- To build effective working relationships and communicate regularly with third party payroll giving organisations.
- Act in accordance with the Memorandum of Understanding between the Royal Navy and the RNRMC.
- To work closely with the Fundraisers to pro-actively promote and develop the payroll scheme within the Royal Navy, identifying and delivering new opportunities to maximise generation of income.

Financial management and reporting

- Develop a credible budget and income projections which can be justified.
- Effectively manage the Individual and Regular Giving fundraising budgets and forecast as necessary.
- Review and report on progress to ensure activities are run within budgeted expenditure and maximise income.

General

- To play an active role within the Team, working effectively with colleagues to achieve objectives.
- To work closely with the Grants Department to facilitate a better understanding of the needs of our beneficiaries and the impact of our work, to support increased income generation.
- To act in accordance with the Charity's GDPR Policy to ensure data remains confidential and is used appropriately.
- Understanding of Charity Law and all other legislation relating to fundraising and income generation.
- To represent the organisation to appropriate donors, partners and networks to secure and/or maintain support.

Person Specification		
	Essential	Desirable
Education		
Minimum of 5 GCSEs including Maths and English.	✓	
Experience		
At least 2 years' experience in Individual Giving	✓	
Proven competence in electronic information management.	✓	
Understanding and empathy for the Royal Navy, Royal Marines and Charity Sector.		✓
Knowledge		
Computer literate; proficient in using Microsoft Outlook 365 suite of tools: TEAMS, Word, PowerPoint, Excel	✓	
Experience in using Blackbaud Raisers Edge software and database applications.		✓
Knowledge of the Charity or military sector		✓
Skills/ Aptitudes		
Enjoys working with people.	✓	
High level of written and spoken communication and interpersonal skills.	✓	
Able to respect the importance of confidentiality.	✓	
Patient, tactful, diplomatic and approachable.	✓	
Be able to deal with people in stressful or upsetting situations.	✓	
Able to streamline and improve operational processes, develop plans and policies.	✓	
Flexibility and adaptability to prioritise and juggle a range of different tasks and to meet deadlines.	✓	
Confident in gathering facts and statistics and making financial calculations.		
Proven ability to take responsibility for tasks and use initiative.	✓	
Ability to work both on own and as part of a wider team.	✓	
Exceptional organisational skills.	✓	
Show dedication to completing tasks, with minimal supervision and direction.	✓	
Be able to work accurately with good attention to detail.	✓	
Possess appropriate right to work in the UK. This role requires a DBS and basic security checks.	✓	