



Job Title: Individual Giving Lead

Reporting To: Head of Fundraising and Engagement

Job Summary:

The Individual Giving Lead is responsible driving sustainable income growth focusing on the following areas ensuring both immediate income performance and long-term financial sustainability in support of the charity's vital work across the Midlands region:

- (i) Leading and growing the charity's individual giving streams (i.e. weekly lottery, direct debit regular giving programme, telemarketing-acquired donors, and in memory fundraising);
- (ii) Leading key individual giving campaigns (including two annual raffle campaigns and promoting gift aid to increase the value of individual giving donations);
- (iii) Developing legacy fundraising - via growth of the free wills programme and ongoing annual promotion of this income stream within the communities MAAC serves;
- (iv) Expanding in memory fundraising - via annual campaigns and bespoke initiatives;
- (v) Ensuring an excellent supporter experience by optimising donor engagement and stewardship for above work programme.

With a strong focus on acquisition, retention, lifetime value, and return on investment, the postholder will lead the development and delivery of individual giving fundraising programmes, oversee high-quality supporter stewardship, and deliver stretching income targets year on year. The role will also contribute to the charity's long-term financial sustainability by identifying and capitalising on emerging fundraising opportunities.

Key responsibilities:

The responsibilities of the post will be undertaken in accordance with the policies, procedures, and practices of MAAC which may be amended from time to time.

Income generation:

- Lead, develop, and deliver innovative strategies and plans to maximise income from individual giving, including regular giving, weekly lottery, raffles, telemarketing, digital fundraising, and in memory.
- Oversee and grow the charity's Free Wills programme, ensuring an increase in legacy pledges and sustainable legacy income.



- Support and guide the Legacy and In Memory Manager to develop and deliver compelling legacy and in memory fundraising programmes aligned to overall fundraising objectives.
- Collaborate with internal teams, including supporter care, CRM, and marketing and communications, to ensure integrated fundraising campaigns and donor engagement strategies.
- Proactively champion the Gift Aid scheme, driving increased take-up among individual giving supporters to maximise income and support the charity's impact.
- Use insight, data, and audience analysis to inform decision-making, improve performance, and evolve supporter journeys.
- Design and manage donor acquisition campaigns across multiple channels, including digital, direct mail, face-to-face, and partnerships.
- Create compelling stewardship programmes that thank, inform, and inspire donors to continue giving.
- Lead on supporter communications such as welcome journeys, impact reports, and regular updates.
- Develop upgrade and reactivation strategies using insight-led prompts and tailored messaging.

Third-party fundraising agency management:

- Hold operational responsibility for the charity's key third-party fundraising agencies delivering weekly lottery and regular giving recruitment, individual giving telemarketing (acquisition, conversion, and stewardship), and raffle campaigns
- Actively manage agency performance to deliver strong net income, high-quality supporter acquisition, and excellent donor experience.
- Monitor and analyse agency performance, including cost per acquisition, conversion, retention, complaints, quality assurance, and compliance outcomes.
- Work collaboratively with agencies to optimise propositions, scripts, supporter journeys, and campaign performance while maintaining brand integrity and values.
- Work with the Head of Fundraising on procurement of any new fundraising agencies for individual giving, ensuring clear contracts, KPIs, SLAs, and income targets are in place.
- Monitor relationships with suppliers and agencies to ensure adherence to contracts and SLAs and effective use of resources.

Fundraising regulation and compliance:

- Oversee compliance across individual giving, lottery, telemarketing, and raffle activity.
- Ensure all fundraising activity complies with the Fundraising Regulator's Code of Fundraising Practice, the Gambling Commission licence conditions and codes of practice, Charity Commission guidance, data protection and privacy legislation.
- Ensure third-party agencies operate fully in line with regulatory requirements, particularly in relation to transparency, protection of vulnerable people, appropriate solicitation statements, and clear communication.
- Implement and oversee robust monitoring, auditing, and quality assurance processes, including call listening and mystery shopping.



- Take responsibility for identifying, escalating, and addressing compliance risks, incidents and complaints, working closely with the Head of Fundraising and Engagement.
- Act as a registered Annex A holder under the charity's Gambling Commission licence for the weekly lottery and submit regulatory returns when required.
- Take responsibility for ensuring lottery activity is conducted in accordance with licence requirements, regulatory guidance, and internal controls.
- Ensure lottery marketing, recruitment and stewardship activity meets both gambling and fundraising regulatory expectations.

Leadership and resource management:

- Line manage the Legacy and In Memory Manager, providing clear objectives, support, and development to enable delivery of strategic goals.
- Working with the Head of Fundraising and Engagement, contribute to annual business planning, budgeting, and reforecasting, ensuring sustainable and scalable growth across individual giving income streams.
- Monitor and report on income pipelines, providing regular progress updates to the Head of Fundraising and Engagement.
- Manage budgets responsibly, ensuring cost efficiency, strong ROI and effective resource allocation.
- Act as a proactive member of the Fundraising and Marketing team, working collaboratively to maximise supporter value and organisational impact.
- Participate in cross-departmental projects and develop positive collaborative working relationships with colleagues.
- Keep up to date with fundraising trends, innovation and best practice relevant to individual giving and lottery fundraising.

Additional requirements:

- Maintain and improve competencies through continuous professional development.
- Be flexible and carry out other associated duties that may arise, develop, or be assigned in line with the broad remit of the post.
- Work occasional weekends and evenings as required in accordance with the charity's operations.
- Travel across our six-county operating region as required to deliver the requirements of the role.
- Comply with all organisational policies, safeguarding requirements, and professional codes of conduct.

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification, and barred list checks, which will be required before commencing duties.

ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

DISCLOSURE AND BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment.

DIVERSITY AND EQUAL OPPORTUNITIES

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.

FREEDOM OF INFORMATION

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.

HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

SAFEGUARDING

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.