

**Title:** Individual Giving Coordinator

**Reports To:** CEO



**Charity Profile:** We are Great Western Air Ambulance Charity, dedicated to providing air ambulance and critical care services across Bristol, North Somerset, Bath & North East Somerset, Gloucestershire and South Gloucestershire. From fundraisers to highly skilled paramedics to senior consultants, we are a team, working to save lives that would otherwise be lost. Our work is deeply satisfying, and every member of the team is committed to this service, and to saving as many lives as we can. We seek to continually develop and adapt our activities to meet the needs of local communities, being innovative and creative in our approach.

**Job Purpose:** Increase GWAAC's income from individual donors by:

- Improving the data we hold on individual supporters, and enhancing our use of it.
- Stewarding GWAAC's regular givers and allocated individual donors, increasing lifetime value.
- Devising and implementing campaigns and approaches to increase our number of regular givers.

**Hours of work:** 21 – 35 (3 – 5 days)

**Duration:** 12 month contract, possibility to extend

**Salary:** £25,000 - £27,000 FTE

**Location:** Bristol, BS3 2JH

**Main Areas of Responsibility:**

- Assess and improve our gathering, recording and use of individual donor data, using Donorflex, to ensure that donors receive the best experience and we can target activities effectively.
- Develop a 12 month plan of campaigns and activities, which may include engagement with existing regular givers and individual donors, lapsed donors, retail customers and donors, and lottery players.
- Create, implement and monitor campaigns and approaches across a wide variety of channels (e.g. digital, direct mail, face to face, traditional media) to increase the number of regular givers and their lifetime value across all income streams.
- Steward regular givers and other individual supporters, of all levels, that are allocated to you to enhance their experience, generate additional, sustainable support and increase their retention levels.
- Maximise the Gift Aid claimed on relevant donations.
- Work collaboratively with colleagues across the Fundraising Team and Communications and Marketing Team to ensure that all supporters are appropriately stewarded, campaigns are integrated where appropriate and areas of mutual benefit are identified and exploited.
- Use your areas of expertise, networks and knowledge to support and assist colleagues across the charity to help us achieve our shared objectives.
- Report progress against plans and targets and take action to address any activity that is underperforming.
- Work flexibly according to the needs of the charity, undertaking projects and other tasks that are commensurate with the role and your skills as required.
- Ensure all supporter records are maintained accurately and in a timely manner.
- Keep abreast of relevant trends and developments in the sector through relevant training, reviewing relevant publications and by keeping up to date with industry news.
- Comply with all legal and regulatory requirements governing fundraising activity and act in accordance with all the charity's policies and procedures.

**Working relationships, contacts and expectations**

- Work with members of the Critical Care Team and employees across the charity to create a collaborative approach to achieving our objectives.
- Develop relationships with GWAAC volunteers in order to utilize skills and resources available.
- Occasionally work unsociable hours or travel outside our 'area'.
- Maintain an appropriate level of confidentiality and professionalism at all times.

*This description does not attempt to describe all the activities of the post but rather illustrates with examples the main role of the post holder. It is therefore subject to alteration and development and will be reviewed jointly with the post holder and CEO.*

## Person Specification

<b>Skills, knowledge and experience</b>	
Experience in charity fundraising, including attracting new donors	E
Knowledge of Gift Aid regulations	E
Good understanding of direct marketing techniques and regulations	E
Thorough understanding of donor care and stewardship	E
Experience of improving supporter engagement to minimise attrition and increase lifetime value.	E
Excellent writing skills with a flair for writing engaging, emotive and inspiring copy in plain English.	E
Excellent IT skills including Microsoft Office and databases	E
Sound understanding of the regulations regarding donor data collection, recording, storage and analysis	E
Good understanding of the Fundraising Regulator Code of Conduct and other relevant codes	E
Significant experience of using a fundraising database for data selection, segmentation and analysis.	E
Skills in campaign analysis and evaluation, quantitative and qualitative	E
Experience of using data to guide decisions for donor segmentation and to drive donor journeys.	E
Experience of building effective, sustainable relationships with key stakeholders	E
Demonstrable experience of managing projects and balancing multiple priorities	E
Experience of managing individual or regular giving programmes or campaigns	D
Experience of Donorflex CRM	D
Experience of contracting with third parties to provide services e.g. direct mail campaigns, canvassing	D
Experience managing or assisting with major donor relationships	D
Experience setting and managing budgets	D
Familiarity with GWAAC's operational area	D
Qualification in relevant discipline	D
<b>Personal qualities</b>	
Committed to the vision, values and work of Great Western Air Ambulance Charity	E
Committed to safeguarding, equality, diversity, sustainability and social responsibility	E
Ability and positive motivation to effectively problem-solve	E
Excellent interpersonal skills, with ability to develop strong relationships, internally and externally	E
Ability to work collaboratively as part of an effective multidisciplinary team	E
Ability to organise and plan own work, identifying conflicting demands and establishing clear priorities	E
High standards, commitment to meeting deadlines and excellent attention to detail	E
Exceptional organisational skills, flexibility and a can-do attitude	E
Champion of positive change, committed to professionalism and excellence	E
<b>Other requirements</b>	
Willingness to work outside normal office hours from time to time, depending on the demands on the role	E
Willingness to travel regionally and occasionally nationally for events, meetings and training	E
Compliance with organisational policies, procedures and Codes of Conduct	E
Driving licence, or alternative means of travelling around our urban and rural area effectively	D