

# Individual Giving and Lottery Manager



**Reports to:** Head of Fundraising

**Based from:** County Gates, Ashton Road, Bristol, BS3 2JH  
(some hybrid working available on application, subject to relevant policies)

**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, South Gloucestershire and parts of Wiltshire. From volunteers to Specialist Paramedics, from senior Consultants to retail and fundraising staff, we are a team, working to save lives that would otherwise be lost. We seek to continually develop and adapt our activities to meet the needs of local communities, whilst impacting nationally and influencing global pre-hospital care. 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.

**Job Summary:** The Individual Giving and Lottery Manager will work within the Fundraising Team to support GWAAC in raising the funds we need to provide our lifesaving service. The role will increase GWAAC's income from individual donors through targeted activities and manage our lottery and raffle contracts. In everything you do, you'll be improving our use of data to better steward our donors and increase their lifetime value to GWAAC.

**Hours of work:** 25 - 35 hours per week (full or part time, to be agreed with successful applicant)

**Duration:** Permanent

**Salary:** £34,500 - £38,000 FTE depending on skills, qualifications and experience

## Major Areas of Responsibility:

- Manage the individual giving, lottery and raffles activities for GWAAC, with the support of two direct reports – an Individual Giving Assistant and an Individual Giving Senior Officer.
- Assess and improve our gathering, recording and use of individual donor data, using our CRM and other giving platforms, to ensure that we can segment and target donors appropriately, and that they have an excellent experience with our charity.
- Develop short, medium and long term strategic plans for campaigns and stewardship activities, including engagement with existing regular givers, individual donors, payroll givers, lapsed donors, and lottery and raffle players.
- Create, implement, monitor and evaluate campaigns and approaches across a wide variety of channels (e.g. digital, direct mail, face to face, traditional media) to increase the number of legacy pledgers and regular givers, and their lifetime value across all income streams.
- Develop and oversee the delivery of a consistent regular giving proposition across relevant acquisition channels.
- Procure, evaluate and contract manage external organisations contributing to these workstreams, e.g. direct mail agency, lottery and raffle providers, canvassing agencies.
- Build effective supporter journeys to steward regular givers, lottery players and other individual supporters 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

- As one of the more senior members of our team, provide leadership and support to your colleagues and model desired behaviours in line with our values.
- Forge close working relationships within the Fundraising Team, the Communications and Marketing Team, the Finance, IT and Data Team, and with the clinical and operational teams in particular, to fulfil the requirements of your role.
- Provide positive and collaborative line management for the Individual Giving Team (currently two reports).
- Develop relationships with GWAAC volunteers in order to utilise skills and resources available.
- Occasionally work unsociable hours, for example attending evening or weekend meetings or travel outside our 'area'.
- Maintain an appropriate level of confidentiality, professionalism and discretion at all times.
- Comply with organisational policies, procedures and internal and external Codes of Conduct, regulations and laws.
- To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above.

This description does not attempt to describe all the activities of the post but illustrates the role with examples. It is therefore subject to alteration and development and will be reviewed with management as required.

### Person specification

	Essential	Desirable
Education	Evidence of a good standard of general education, to include English and Maths or equivalent by experience	Qualifications in relevant field
Previous experience	<p>Sound experience in charity fundraising, including attracting new individual donors through mass communications</p> <p>Experience of managing regular giving programmes or campaigns</p> <p>Experience of improving supporter engagement to minimise attrition and increase lifetime value</p> <p>Significant experience of using a fundraising database for data selection, segmentation and analysis</p> <p>Experience of using data to guide decisions for donor segmentation and to drive donor journeys</p> <p>Demonstrable experience of managing projects and balancing multiple priorities</p> <p>Experience of line management</p>	<p>Experience of managing a lottery or raffle</p> <p>Experience of working with canvassing agencies</p> <p>Experience of delivering digital fundraising campaigns</p> <p>Experience of Beacon CRM</p> <p>Experience of contracting with third parties to provide services e.g. direct mail campaigns, canvassing</p> <p>Experience of promoting gifts in wills/legacy pledges</p> <p>Experience setting and managing budgets</p>
Skills, knowledge, ability	<p>Knowledge of Gift Aid regulations</p> <p>Thorough understanding of donor care and stewardship</p> <p>Excellent writing skills with a flair for writing engaging, emotive and inspiring copy in plain English.</p> <p>Excellent IT skills including Microsoft Office, databases, and AI</p>	<p>Familiarity with GWAAC's operational area</p> <p>Valid full UK driving licence due to the location of our airbase</p>

	<p>Good understanding of direct marketing techniques and regulations</p> <p>Sound understanding of the regulations regarding donor data collection, recording, storage and analysis</p> <p>Good understanding of the Fundraising Regulator Code of Conduct and other relevant codes</p> <p>Skills in campaign analysis and evaluation, quantitative and qualitative</p> <p>Knowledge of one or more of the geographical areas that GWAAC covers</p>	
<p>Aptitude and personal characteristics</p>	<p>Committed to the vision, values and work of Great Western Air Ambulance Charity</p> <p>Committed to safeguarding, equality, diversity, sustainability, social responsibility and treating people with compassion</p> <p>Dedicated and internally driven with the ability and motivation to be curious, solve problems and deliver high quality work</p> <p>Excellent interpersonal skills, with ability to develop strong, collaborative relationships, internally and externally</p> <p>Able to work collaboratively as part of an effective multidisciplinary team</p> <p>Able to work independently on own initiative, creating plans, timetables and structures to organise work effectively, identifying conflicting demands and establishing clear priorities</p> <p>High standards, commitment to meeting deadlines and excellent attention to detail</p> <p>Exceptional organisational skills, flexibility and a can-do attitude</p> <p>Champion of positive change, committed to professionalism and excellence</p>	