

Job description

Job title: Senior Individual Giving and Membership Manager

Department: Development

Line manager: Director of Development

Salary: £50,000 per annum

The job description is an operational document that does not form part of the contract of employment.

It may be that from time to time an individual is expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day to day performance of their duties.

St Paul's Cathedral reserves the right to amend the job description as may from time to time be necessary to meet the changing needs of the organisation.

Purpose of the job

The purpose of the Senior Individual Giving and Membership Manager role is to lead on all individual and regular giving, membership programmes and legacy fundraising across the Cathedral in order to significantly increase these income streams to secure more diverse and sustainable income for St Paul's Cathedral in preparation for a transformational Development Campaign from 2025.

You will be responsible for the development and implementation of an individual and regular giving strategy building an organisational-wide supporter journey programme driven by data and insight, deepening relationships with our members, visitors and supporters through excellent stewardship and customer service to drive a significant increase in income and engagement.

The post-holder will work closely with the Director of Development and the wider Development and Cathedral teams to identify compelling fundraising opportunities and priorities to maximise and increase levels of support and income.

Main duties

- Strategic oversight and management of all membership, regular, one-off and individual giving programmes including (but not limited to) Friends, Music Patrons, digital and Cathedral floor giving to include growth projections for existing donors and new audiences with a clear plan of how we will increase underlying income in line with the Development strategy.
- Deliver income from existing and new giving and membership programmes against agreed targets on an annual basis and to create longer term plans for significant growth in numbers and income in preparation for a major Development Campaign from 2025.
- In collaboration with Visitor Engagement, Adult Learning, Schools and Family, Liturgy and other relevant departments play an integral part in the creation of an organisational wide data capture strategy and infrastructure for audience engagement, fundraising, repeat support and stewardship across all touch points.
- Work with colleagues across St. Paul's to identify opportunities, gaps in products, tools and offers and develop and implement a growth strategy for alignment and cross-selling ensuring digital integration across all programmes to reduce the administrative burden.
- Create appropriate Raisers Edge processes for individual giving ensuring accurate records, opt-ins, marketing preferences are recorded accurately in line with fundraising compliance including GDPR and Fundraising Regulator guidelines.
- Develop an acquisition and retention plan to significantly grow individual and regular giving and increase membership levels including an annual fundraising appeal.
- Manage the equitable donor recognition and stewardship programme across all individual giving based on data and insight and a donor-centric approach including the development of an integrated supporter journey, communications and engagement plan across all touch points.
- Collaborate with the Communications, Visitor Engagement and Liturgy teams on digital integration of all fundraising products and messaging.
- Responsible for regularly reviewing and updating all fundraising website content, improving the donation process creating a seamless donor-centric experience including the upgrading of the current donation platform.
- Support the Director of Development in the creation and delivery of a legacy fundraising strategy with responsibility for integrating legacy fundraising across the Cathedral.
- Deliver excellent donor care demonstrating the impact of their support including the provision of timely thank yous, reports on funding, invitations to services and events, managing Cathedral visits and providing updates on Cathedral wide news.
- Implement monthly reporting across all individual giving against agreed KPIs and financial targets.
- Build strong working relationships with The Dean and Chapter members, ELT, Heads of Departments and the wider Cathedral.
- Line management of the Membership Manager.

Person specification

Essential experience, knowledge and skills:

- Experience of working in a Direct Marketing role
- Experience of raising income from individuals
- Experience of running membership schemes
- Experience of running fundraising appeals
- Knowledge of budgets and able to work to targets
- Demonstrable data led decision making with strong data skills and ability to use data and insight to provide an excellent experience across varied touchpoints to drive income
- Experience of audience insight and segmentation principles and use of data and CRM systems to develop supporter journeys that increase income and engagement
- Demonstrable track record in developing and delivering supporter/customer strategies
- Project management skills and ability to work collaboratively across teams
- Knowledge of communications planning using a variety of channels to ensure customer/supporter experience is coherent and effective
- Understanding of a donor-centric approach, meeting the needs of supporters through excellent engagement, stewardship and recognition based on an equitable approach
- Excellent written and verbal communication skills
- Strong relationship building skills
- Outstanding and proven organisational ability with a systematic approach
- Ability to work under pressure, to strict deadlines with sound attention to detail
- You will be passionate about St Paul's and its role in the City; its philosophy and its mission

Desirable experience, knowledge and skills:

- Knowledge and understanding of the Raisers' Edge database
- Experience of legacy fundraising
- An understanding of compliance and the code of fundraising practice as set out by the Fundraising Regulator and the Charity Commission including Gift Aid and Data Protection
- Knowledge and understanding of safeguarding issues and ability to address them appropriately

The individual will be in sympathy with, and in their work support, the Christian aims and mission of St Paul's Cathedral.