



JOB TITLE	REPORTS TO	LOCATION
Individual Giving Manager	Director of Philanthropy and Marketing	Social Bite 1 Leith Walk Edinburgh EH6 8LN

## WHAT IS THE PURPOSE OF THE ROLE?

### About the Role

As Individual Giving Manager, you will be responsible for leading and growing Social Bite's individual giving programme – including regular giving, cash appeals, donor acquisition and retention, and some legacy giving. This role will primarily focus on growing income from mid-level supporters with some requirements to follow journeys through to Major Gifts. This is a pivotal role in our fundraising strategy, with a focus on deepening engagement, improving donor journeys, and maximising lifetime value.

You will lead on the planning and execution of multi-channel campaigns to grow and acquire new income alongside the Marketing, Communications and Social Impact Teams to ensure fundraising messages are delivered in line with our values.

## KEY OBJECTIVES

- Develop and deliver on Social Bite's individual giving strategy to acquire, grow and retain income from individual supporters.
- Build meaningful supporter journeys for all levels of giving; crafting unique and engaging touch points helping them feel connected, valued and part of something bigger.
- Work closely with the Director of Philanthropy and Marketing to support stewardship and relationship management of some major donors – including event planning, bespoke communications, and donor journeys.
- Create and manage inspiring, data-led campaigns that drive income across regular giving, one-off donations, legacy giving and donor appeals.
- Develop Social Bite's Legacy Giving Programme in conjunction with the Director of Philanthropy and Marketing
- Work with our marketing and communications team to tailor fundraising messages that deliver maximum impact.
- Use insights and data (from our CRM and analytics) to track performance and document learnings.
- Manage budgets and forecast income to support our ambitious plans to grow.
- Stay on top of best practice, fundraising trends, and regulatory guidance – including data protection and ethical fundraising.
- Support line management of team members as we continue to grow. This role will line manage one team member and two temporary roles over the festive season.

## JOB CONTEXT AND KEY RESPONSIBILITIES

### Individual Giving:

- Managing a portfolio of mid-level donors at 'Silver' and 'Gold' level
- Answering queries from donors in your portfolio, whether that be in-person, by phone, email or post



## JOB CONTEXT AND KEY RESPONSIBILITIES

- Developing and maintaining a programme designed to deliver excellent stewardship care for supporters at all levels
- Create proposal documents about key programmes tailored to the supporter
- Delivering a calendar of donor engagement events to deepen their relationship to the cause
- Creating new opportunities to engage with supporters, whether that be a new campaign or point of contact
- Leading on developing stewardship journeys for all supporters
- Building prospect pipelines to nurture relationships
- Attend and assist with planning donor engagement events
- Responsible for monitoring performance against targets and setting new annual targets
- Work with the Director of Philanthropy, Individual Giving Executive and Marketing and Communications colleagues to deliver on quarterly direct mail campaigns with an external agency.
- Work with Marketing and Communications colleagues to develop digital fundraising campaigns

### Legacy Giving:

- Develop a stewardship programme for Legacy donors who have pledged to give to Social Bite in their will
- Maintain excellent stewardship care for all pledged supporters
- Attend and assist with planning bespoke Legacy Supporter events
- Identify opportunities for lead-generation

### Major Gifts:

- Support the Director of Philanthropy and Marketing with delivering excellent stewardship care to Major Donors at entry level
- Deliver a strategy for moving identified supporters up the giving ladder to become Major Donors

### Key Campaigns and events

- Attend key annual fundraising events such as large-scale gala events, smaller supporter engagement events and an annual Festival of Kindness Campaign.
- Contribute to the planning of such events where fundraising opportunities exist to capture donations

### General Duties:

- Reporting progress to the Board of Trustees by completing quarterly Board Reports
- Line Management of 11 direct report and two temporary roles over the festive season
- Budget Management – income and expenditure reconciliation
- Managing direct mail and multi-media Individual Giving campaign expenditure budgets
- Maintain database to high standard, ensuring all data is relevant, creating dashboards to monitor performance
- Segment data effectively to achieve a targeted approach to stewardship care and digital and direct mail campaigns
- Supporting Director of Philanthropy to maintain Social Bite's GDPR best practices, including erasure requests, retention policies and record of processing activities.
- Responsible for ensuring the Individual Giving website pages remain up-to-date and analysing conversion performance through the website, in conjunction with Head of Marketing and Communications.
- Any other duties deemed suitable to the role of Individual Giving Manager



## KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

### Essential:

- At least two years relevant experience
- A proven track record in individual giving and direct marketing – with experience running successful donor campaigns.
- Confidence building relationships with donors through face-to-face, email and phone communications.
- A track record of delivering income-generating campaigns.
- Experience of building effective supporter journeys.
- Strong campaign management and storytelling skills – with a focus on results, data, and supporter engagement.
- Confidence with data, supporter segmentation and CRM systems (we use Beacon).
- Experience managing budgets, hitting targets, and measuring success.

### Desirable:

- A deepened understanding and knowledge of GDPR and PECR developments
- A good understanding of LTV (Life-time Value) and RFV models (recency, frequency and value) to segment data
- Experience of working in the homelessness sector
- Experience of delivering a Legacy Campaign or seeing a Legacy gift through from pledge to realisation
- Experience managing and executing donor engagement events
- Experience with email providers such as Mailchimp
- Experience of digital marketing – such as paid advertising

## PERSONAL ATTRIBUTES – WHAT YOU’LL BRING

- Excellent attention to detail
- A hands-on, proactive approach, you get stuff done, and you do it well.
- A solutions-focussed attitude – a natural problem solver
- A self-starter and can work independently
- Excellent relationship building skills
- A people-first mindset, you genuinely care about our supporters, the people we serve and your colleagues.
- A compassionate, energetic approach with a high degree of emotional intelligence
- A real team-player, not afraid to get stuck in to help others
- Ability to represent the work of Social Bite to the public with commitment and integrity
- Passion for the mission of ending homelessness and commitment to working to transform the lives of people affected by homelessness across UK

## RELATIONSHIPS – Internal & External

### Internal:

Director of Philanthropy and Marketing, Individual Giving Executive, Head of Marketing and Communications, Communications Manager, Finance Dept, Social Bite Shop staff.

### External:

People experiencing homelessness and/or poverty, Media and Direct Mail Agency, Goodbox, Supporters at all levels