

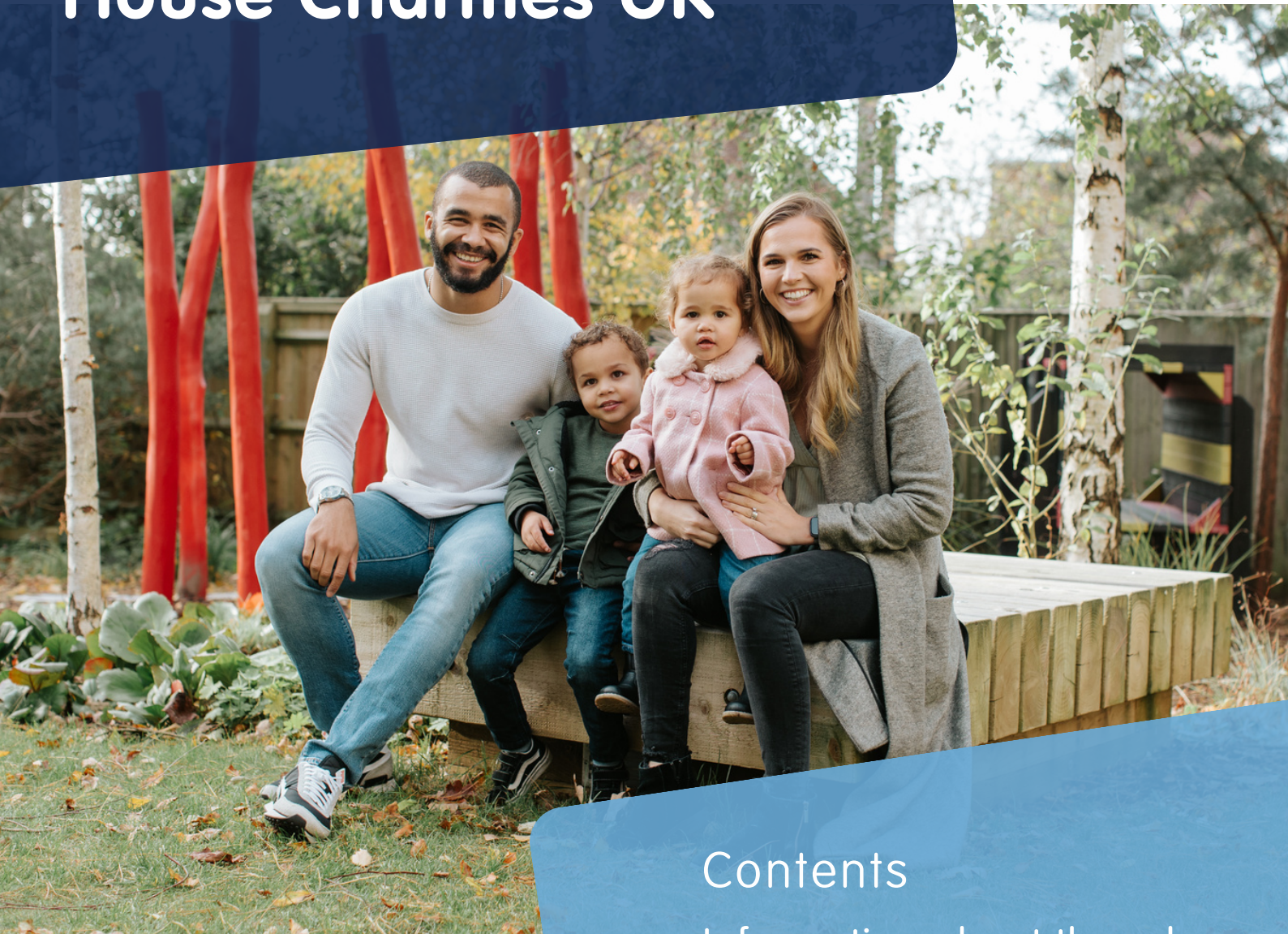
# Individual Giving Manager

## Ronald McDonald House Charities UK



Ronald McDonald  
House Charities™  
United Kingdom

Keeping families close™



## Candidate Pack

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# Information about the role

**Job Title:** Individual Giving Manager

**Salary:** £40,000 per annum

**Reports to:** Head of Fundraising

**Location:** Flexible location - Hybrid working

**Contract:** Full time 35 hours, permanent

## Job Purpose:

We are seeking an experienced and passionate Individual Giving Manager to join our dynamic Fundraising team. The Individual Giving Manager will play a pivotal role in developing and implementing strategies to engage and inspire individual donors, ultimately driving income growth and supporting the vital work of Ronald McDonald House Charities UK.

## Key Responsibilities will include:

### Strategy Development

- Working closely with the Head of Fundraising to develop and implement a comprehensive individual giving strategy aligned with the organisation's goals and objectives
- Identifying new opportunities for Individual Giving growth, including digital fundraising channels

### Donor Engagement and Cultivation

- Building lasting relationships with individual donors, supporters, and potential supporters through effective communication and stewardship
- Developing personalised cultivation plans for mid-level donors, ensuring their ongoing engagement and support for the Charity's mission
- Implementing innovative and creative campaigns to attract and retain individual donors, utilising a range of channels

### Fundraising Campaigns and Appeals

- Leading the planning, development, and execution of Individual Giving campaigns and appeals, collaborating with internal and external stakeholders
- Monitoring and evaluating the effectiveness of fundraising activities, making data-driven decisions to optimise future campaigns and maximise return on investment

### Budget creation and management, reporting and data analysis

- Developing ambitious growth budgets, taking responsibility for tracking, reporting and forecasting
- Utilising fundraising databases, financial reports and CRM systems to track donor interactions, income, and other relevant metrics

### Collaboration and cross-functional working

- Collaborating closely with colleagues across the Fundraising team, and other departments, to ensure alignment and integration of Individual Giving activities with broader organisational priorities



# Information about the role

## Skills and Experience

- Experience in Individual Giving fundraising at a senior level
- Good understanding of donor cultivation and stewardship principles, with the ability to build and maintain effective relationships with individual donors and supporters
- Excellent communication skills, both written and verbal, with the ability to articulate our mission and impact to a diverse range of audiences
- Analytical mindset with experience in data analysis and reporting
- Organised with excellent project management skills, capable of managing priorities and deadlines effectively
- Knowledge of fundraising best practices and emerging trends in individual giving, including digital fundraising techniques and platforms

## Our Values

- We celebrate the diversity of our people and our programmes
- We focus on the critical needs of children and their families
- We value our heritage
- We operate with accountability and transparency

## Our Diversity Statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

## Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.





# Summary of benefits

We are able to offer the successful applicant a highly competitive salary and benefits package



## Pay

£40,000 per annum



## Charity Sick Pay

20 days' Charity sick pay per tax year, pro-rata for part-time



## Private Healthcare and Employee Assistance Programme

We give all staff, their spouse or civil partner and any dependant children up to the age of 25 free membership of a private medical care scheme. You can also access a free Employee Assistance Programme and Doctor@Hand service.



## Pension Scheme and Enhanced Life Assurance

The Charity offers a Stakeholder Pension Plan to all salaried employees. This pension includes a minimum of cover of 1x annual salary life assurance. You will have the option to upgrade your life assurance to 4x annual salary.



## Holiday and Sabbatical Leave

36 days' annual leave entitlement (including bank holidays) per annum (pro-rata for part-time), rising to 38 days (including bank holidays) after 3 years' service. You will be entitled to an eight-week paid sabbatical for every 10 years' continuous service.



## Training and Development

You can request time to train or to undertake accredited programmes leading to qualifications, or, for unaccredited training, request assistance to help you develop your skills related to your job.



## Enhanced Family Friendly Leave

After one year's continuous service, you will be entitled to enhanced maternity, paternity and adoption leave.



## Recognition

To celebrate major service anniversaries, we give all staff vouchers which you can redeem at a number of High Street and online retailers. The value of the vouchers increase each five years. Our employee of the quarter scheme recognises five employees each quarter with a £50 voucher.



## Employee Discount Scheme

You will have access to a discount scheme through Rewards Gateway; this includes discounts from a wide variety of High Street and online retailers.

# How to apply

## Closing date:

Friday 3 May 2024

All applications must be submitted before midnight on this date to be considered.

## Please enclose:

- A full CV
- A cover letter

## Applications should be sent to:

RMHC Recruitment Team via:  
[rmhc.recruitment@uk.mcd.com](mailto:rmhc.recruitment@uk.mcd.com)

If you would like to talk about the role before applying, please email: [rmhc.recruitment@uk.mcd.com](mailto:rmhc.recruitment@uk.mcd.com).

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.



# Our stories

## Unexpected complications: Lilly's story

When 10-year-old Lilly was just five, an accident at a trampoline park caused her to break her leg and left her needing surgeries, including the insertion of a metal plate. On 10 May 2021, Lilly went into Noah's Ark Children's Hospital in Cardiff, for what should have been a routine procedure to have the plate removed. However, whilst she was being anaesthetised, unexpected complications arose as Lilly's airways closed, leaving her in a critical condition and in intensive care for several days.

Thankfully, after moving from intensive care to Owl Ward, where she spent another two weeks, Lilly finally got to go home. Lilly and her mum Amy are now hoping to fundraise thousands of pounds for Ronald McDonald House Charities UK, after Amy was accommodated at the Cardiff House during Lilly's unexpected hospital stay.



## Fearing the worst: Sienna's story

When Marie's waters broke at 24 weeks pregnant with her second child, she was fearing the worst. Doctors said Marie's baby girl would have a 50/50 chance of survival. Two days later, Marie, from Eastbourne in East Sussex, gave birth to tiny baby Sienna at Brighton University Hospital. She weighed just 1lb 7oz. Sienna stayed in hospital for 96 days, during which time her family was accommodated at the Ronald McDonald House Brighton.

## We call ourselves 'operation buddies': Noah's story

Noah, from Reading in Berkshire, was just four weeks old when he was diagnosed with congenital nephrotic syndrome, a condition causing the kidneys to leak large amounts of protein into the urine. The first child of his parents Jessie and Thomas, Noah spent the first six months of his life in hospital, during which time Ronald McDonald House Southampton provided free 'home from home' accommodation for his family.

In November 2021 baby Remy arrived, making Noah a proud big brother and just three months later, after several years of infusions and dialysis, Noah finally received a kidney transplant. Dad Thomas was his donor and they became 'operation buddies'. Noah is now back at nursery and looking forward to starting school in September.

