



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title Individual Giving Officer	Department Fundraising
Responsible to Community & Events Manager	Direct Reports None
Location: Chiswick, London	Salary: £28K

Purpose

To raise and grow overall income from individual supporters throughout their DKMS journey via direct and interactive marketing. To increase the proportion of regular giving and other donor development activities. To work with the Fundraising Department to successfully identify and develop opportunities to welcome new supporters and grow the DKMS supporter base. To support the Community & Events Manager to promote a range of inspiring community fundraising initiatives, growing supporter-initiated fundraising income.

Fundraising Department

The Fundraising Department is responsible for raising money as well as engaging supporters and maintaining close relationships with community fundraisers, private donors, organisations, trusts, foundations and companies. The department builds up long-term partnerships and sponsorships with those who are committed to DKMS UK's mission to find a matching blood stem cell donor for every blood cancer or blood disorder patient that needs one.

Key Responsibilities

1. To support direct marketing acquisition activity including media/list selection, creative development and testing, ensuring that all offline direct marketing activity integrates with digital and online channels
2. To manage retention activities as requested by the Community & Events Manager including, but not limited to, enquiry handling and stewardship of community fundraisers. Dealing with supporter queries will require maintaining accurate donor records in the charity's bespoke database.
3. To project manage a programme of direct marketing campaigns (including but not limited to mail, email and digital); including campaign planning, creative development, briefing data extractions, working with colleagues to set up backend procedures, co-ordinating print and production and liaising with agencies. Annual activities include but are not limited to: appeals, raffles, newsletters, regular giving stewardship programme, conversion and upgrade activities.
4. To assist with the development of the In Memoriam and religious giving marketing strategies and manage the implementation of their promotion and stewardship activities.
5. To obtain quotes and maximise value for money from all external suppliers, including advertising space and print, ensuring that campaigns are delivered within budget, and to record the environmental impact via the carbon footprint log.
6. To provide campaign reports, analysis and evaluation as requested by the C&E Manager or Head of Fundraising; drawing conclusions and making recommendations to support future activity.
7. To assist with planning of yearly marketing plans, strategy and budgets, providing costing, analysis and contributing ideas and opinions.



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8. To ensure that any complaints or enquiries for information are dealt with in a sensitive and timely manner in line with the charity's policy, and that thank you letters for special donations are sent promptly.
9. To engage with DKMS Foundation supporters and individuals and families affected by a blood cancer or blood disorder, in order to develop case studies that effectively communicate the impact these conditions have on people lives, and the need for support.
10. To maintain the confidentiality and security of donors' personal information at all times.
11. To run relevant data queries and project analysis as required by campaigns.
12. To write/edit and proofread fundraising materials including cover letters, acknowledgments, emails, appeal letters, case studies, social media posts, copy for C&E web pages etc.
13. To ensure all supporter communications are in line with DKMS Foundation's values, brand and tone of voice; and in line with direct marketing best practice.
14. To prioritise and plan own workload to ensure all projects meet deadlines and objectives.
15. To keep up to date with trends and opportunities for maximising income from individual supporters and contribute ideas to the team.
16. To represent DKMS at external events.
17. To meet with the C&E Manager for the purpose of regular supervision and appraisal.
18. To participate in staff training, organisation/team meetings and events.
19. To comply with the organisation's health and safety, confidentiality, data protection and other policies.
20. To promote equality of opportunity and anti-discriminatory practices.
21. To keep up-to-date with trends in the sector, good practice and fundraising in the media.
22. To ensure all fundraising regulations are adhered to, in particular GDPR.
23. To attend events, exhibitions and corporate donor recruitment events, etc, as required.
24. To carry out any other tasks as reasonably requested by the Head of Fundraising and Community & Events Fundraising Manager commensurate with level of responsibility and salary.

Person Specification

It is not expected that the successful candidate will necessarily have experience / competency in all the areas highlighted below. Support and training will be provided.

Education, knowledge and experience

1. At least 3 years' experience in fundraising
2. Educated to A Level or equivalent
3. Proven experience of developing successful multi-channel donor acquisition and direct marketing campaigns
4. Experience of using and developing CRM databases and Excel for segmentation, reporting and analysis



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5. Proven experience of successfully raising significant increasing income via direct mail or similar mass marketing activities.
6. Knowledge of the principles that underpin success in fundraising and marketing, including relationship fundraising, and the ability to use that knowledge to achieve KPIs.

Skills & Abilities

1. Excellent interpersonal and relationship building skills, including the ability to deal with and influence people at all levels and in all walks of life, on the telephone, by letter/email and in person.
2. Strong project management skills and highly organised with demonstrated ability to meet deadlines.
3. Excellent level of fundraising copywriting and editing skills.
4. Ability to manage relationships across departments.
5. Ability to manage design, print and production processes with external agencies/suppliers.
6. Ability to work alone and use initiative but also as to be part of a small team.
7. Ability to prioritise and organise own workload.
8. High level of accuracy with good attention to detail.
9. Positive attitude and can-do approach.
10. Commitment to our vision and mission

*The role involves regular national travel for the purposes of attending Fundraising and corporate events, as well as for training and external meetings, and as part of DKMS group-wide activities. Some evening and weekend work is required for similar reasons, for which notice and time off in lieu may be available.

Values

DKMS works to a set of core values which it seeks to uphold and implement in everything it does, including leadership and management practices. The illustration below summarises DKMS' core values and how these translate into organisational and individual behaviours.



Personal competencies

The table below sets out how our values relate to the competencies required for this role.

Competency area	Abilities... /Expertise or knowledge ...
Strives to make an impact is committed to exceeding expectations <ul style="list-style-type: none"> • Confident about proposing new ideas and solutions to the Community & Events Manager and fundraising colleagues about how work and projects can be managed with increased impact. • Confident in making decisions about how to organise and schedule own workload and commitments. • Not afraid to challenge ways of working in order to bring about improvements in working practices. • Able to analyse working systems and processes with a view to improving them and making them more efficient. • Confident that will succeed in delivering personal objectives and achieving ambitious KPIs. • Confident communicator when contacting supporters over the phone, via email and in person. • Strong in stewarding supporters to ensure a positive donor journey that enables relationship fundraising. • Takes responsibility for area of work and exploring new and emerging trends in community fundraising. • Goes the extra mile to deliver results.
Self-starter is highly motivated and open to challenging oneself <ul style="list-style-type: none"> • Able to work on own initiative and identify what needs to be done before being asked. • Highly motivated and thrives on challenges. • Has the ability to remain focused under pressure. • Demonstrates ambition and an eagerness for personal development. • Has a “can do” approach to dealing with work challenges and dilemmas. • Solid experience of using fundraising databases and strong relationship management skills across a range of internal and external stakeholders. • Sound knowledge of acquisition, attrition and retention and how to use that knowledge to achieve KPIs. • Proactively seeks out and recognises opportunities for development in area of work. • Able to prioritise own workload and have an organised, methodical approach.
Inspired by our vision...	... is committed to the fight against blood cancer <ul style="list-style-type: none"> • Works with passion, enthusiasm and dedication. • Can see the ‘bigger picture’ and works in a joined up way. • Demonstrates a strong sense of empathy towards patients, donors, supporters and colleagues. • Understands the DKMS corporate culture.

	<ul style="list-style-type: none"> • Able to communicate and explain the mission of the organisation clearly and passionately. • Understands the needs of people affected by a blood cancer diagnosis or blood disorder and who need to find a blood stem cell donor to give them a second chance of life. • Has a good understanding of DKMS' work in recruiting potential blood stem cell donors and helping facilitate the collection and transplant of stem cells for patients internationally.
Team player ...	<p>... has the ability and desire to work cooperatively with other team members</p> <ul style="list-style-type: none"> • Provides assistance, information and support to others, to build and maintain relationships across the organisation and internationally with other DKMS companies. • Respects others and embraces the values of diversity, equality, integrity and trust. • Listens and responds constructively to other team members' and colleagues' ideas. • Collaborates with others to organise time and resources effectively. • Contributes in team meetings, sharing knowledge of the sector to support overall development of the department. • Forms good working relationships with people in other departments throughout DKMS, both in the UK and overseas. • Working knowledge of regulations and good practice from the Fundraising Regulator and other statutory voluntary sector bodies.
Executes with excellence...	<p>... works diligently and continuously produces high quality work</p> <ul style="list-style-type: none"> • Effectively prioritises workload. • Achieves established goals within deadlines. • Provides an excellent service to both internal and external stakeholders. • Has excellent attention to detail.
Embraces opportunities ...	<p>... challenges the status quo and looks for opportunities to implement new methods of working</p> <ul style="list-style-type: none"> • Challenges the status quo and looks for opportunities to implement improved methods of working. • Open to different ideas, approaches, procedures and technology • Able to adapt to new situations. • Seeks opportunities to learn from colleagues both locally and internationally. • Considers developments in other similar organisations, learning from their experiences and introducing relevant information, ideas and intelligence for the benefit of DKMS.



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Conditions of Employment

- 37.5-hour week, Monday to Friday (9am – 5pm).
- 25 days' holiday per annum (plus public holidays) – increments after two years' service, up to a maximum of four additional days per year.
- DKMS pension scheme – employer DKMS pension scheme – automatic enrolment contribution rate: 3% employee, 5% employer.

Benefits

- Corporate Eye-Care Scheme
- Cycle to Work Scheme
- Season Ticket Loans
- Further information on staff benefits are covered on our website.