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| **POSITION DESCRIPTION** | |
| ***Individual Giving Manager*** | |
| Role reports to: | General Manager Philanthropy and Fundraising |
| Direct Reports: | Supporter Care x 2, Database and Donor Administrator (recruiting) |
| Approved By: | Chief Executive Officer |
| Approved Date: | February 2024 |

**Overview**

At Prince Charles Hospital Foundation (The Common Good), our mission is to help people live healthier for longer.

We do this by raising funds to support world-class research into heart disease, lung disease, mental health and ageing related conditions. We also fund equipment; and provide patient services through our wonderful Charlies Angels volunteers for The Prince Charles Hospital (Australia’s leading cardio-thoracic hospital) and Caboolture Hospital, located in an area which will experience significant growth over the next decade.

The Individual Giving Manager is part of the Philanthropy and Fundraising team and reports to the GM Philanthropy and Fundraising. The role is responsible for creating and executing strategies to grow income from individual donors - through the single gift, regular giving and mid value programs. Your challenge is to acquire donors, engage and retain them, and to convert them to higher levels of giving (e.g., regular giving, mid-value, major gift, gift in Will) to maximise lifetime value.

The Foundation is embarking on an exciting period of growth, and the Individual Giving Manager has a vital role to play. Over the next 12-18 months, you will be laying the foundation for growth. During this time, you will be leading initiatives including:

* Implementing a donor-centric and data-driven approach
* Developing supporter journeys
* Improving the existing program: acquisition, appeals, supporter care, regular giving
* Developing a mid-value donor program
* Preparing for high-volume regular giving acquisition in FY26

You’re not alone:

* The GM Philanthropy and Fundraising will fully back and support you, including coaching and training as needed.
* You will manage a team of three, including a Database and Donor Administrator, to assist with program and database administration, data requirements and reporting.
* You will have the support of the Marketing, Communications and Engagement team, and external suppliers.

**Responsibilities:**

Single Gift program:

* Manage an annual calendar of single gift acquisition, appeal and donor care communications across multiple channels (e.g., digital, mail, telemarketing).
* Plan and manage campaigns from end to end, to a schedule and within budget, briefing and coordinating stakeholders.

Regular Giving program:

* Manage the regular giving program including acquisition, onboarding, administration, upgrades, declines management and reactivation of our wonderful regular givers.
* Ensure systems and processes are effective and scalable in preparation for high-volume acquisition.

Mid-Value Giving program:

* Build a Mid-Value Giving program, to develop and grow over time.
* Collaborate with the GM Major Gifts and the Partnerships and Philanthropy Manager, providing direct marketing support and data insights to help identify and nurture prospects for Major Gift and gift in Will.

Supporter engagement and care:

* Manage the Supporter Services team (x2) as they interface with our supporters, and in their administration of cash appeals and the regular giving program.
* Promote a true 360-degree view of supporters.
* Map supporter journeys and translate these into engaging and value-driven experiences, including ‘surprise and delight’ moments, impact reporting, receipting / thanking.
* Ensure there is a clear process enabling prompt resolution of supporter enquires and/or complaints.

Supporting systems and processes:

* Take a strategic, data-driven approach to understand our supporters, segment supporters for appeals, and identify prospects for higher levels of giving.
* Manage the Raiser’s Edge database for the organisation, with the support of the Database and Donor Administrator and with external support as needed.
* Ensure we have the right systems and processes to support Individual Giving, and that we are using them efficiently and effectively.
* Work with the GM Philanthropy and Fundraising to develop annual budgets and strategy.
* Assist the GM Philanthropy and Fundraising, and the broader Foundation team to develop reporting for campaigns, programs and management.
* Ensure quality control processes are in place and assist with quality checking of data and creative (e.g., proof-reading, checking live proofs).
* Support the implementation of process improvements across TPCHF with a focus on end-to-end efficiency.

Other requirements:

* Uphold and promote TPCHF’s vision, mission and core values.
* Flexibility to support other requirements of the GM Philanthropy and Fundraising or the broader organisation as needed.
* Ensure all program deliverables are compliant with relevant legislation and guidelines (e.g., FIA Code of Conduct, Privacy Principles) and TPCHF policies and procedures.

**Essential experience and skills:**

* A degree in Marketing, Communications or related discipline.
* Minimum 3 years’ experience in developing and implementing individual giving strategies and campaigns.
* Management, evaluation and reporting of programs.
* End-to-end management of projects/appeals, on time and within budget.
* Strong analytical and problem-solving skills, with experience in data-driven strategy.
* Excellent communication skills.
* Expertise in donor-centric fundraising language and principles.
* Highly organised, able to multitask and prioritise work, with strong attention to detail.
* Ability to work autonomously, and as part of a team.
* Mindset of innovation and continuous improvement.
* Able to manage and coordinate multiple stakeholders, including internal resources and external suppliers (e.g., creative, print, fulfilment).
* Experience and confidence in using a CRM system, ideally in Raiser’s Edge.

**Desirable:**

* Experience managing a regular giving program, particularly high-volume acquisition (either face to face or two-step).
* Experience working with digital communications platforms (e.g., SMS, email, social, website, fundraising).