

Job Title	Individual Giving Lead	Pay Band:	Senior Staff/Specialist
Reports to	Head of Income and People	Pay Tier	5.0-5.5
Occupational	Active Christian Faith	Status:	Permanent
DBS Requirement:	Basic Check	Work pattern:	37.5 hours
Job Purpose	To lead and develop inHope's Individual Giving programme, increasing income and supporter engagement by building long-term relationships with donors, delivering compelling appeals, and creating meaningful opportunities for individuals to connect with inHope's work.		
Outcomes			
<ul style="list-style-type: none"> • Growth in individual giving income, including regular giving and one-off donations • A strong and sustainable pipeline of engaged individual donors • High levels of donor retention, satisfaction and long-term commitment • Successful delivery of engaging appeals and supporter-focused events • Supporters who feel connected to, and inspired by, the impact of inHope's work 			
Outputs			
<ul style="list-style-type: none"> • Individual Giving strategy and annual plan • Regular giving programme with clear growth targets • A programme of appeals and campaigns across the year • A calendar of donor engagement events and experiences • Effective donor communications and stewardship journeys 			
Key Tasks			
<p>Individual Giving</p> <ul style="list-style-type: none"> • Develop and deliver a strategy to grow individual giving income, aligned with organisational fundraising objectives • Take ownership of income targets for individual giving streams (excluding major donors) • Analyse performance data and trends to inform decision-making and improve results • Identify and develop new opportunities for donor acquisition and retention <p>Donor Acquisition and Growth</p> <ul style="list-style-type: none"> • Design and deliver campaigns to acquire new individual donors • Develop and grow the regular giving programme, increasing both donor numbers and value • Create compelling propositions that inspire individuals to give • Work closely with the Communications function to maximise reach and engagement <p>Appeals and Campaigns</p> <ul style="list-style-type: none"> • Plan and deliver a programme of appeals (e.g. seasonal, emergency, service-led) • Write and oversee compelling fundraising communications across channels • Ensure campaigns are well-targeted, data-informed and evaluated for effectiveness • Innovate in fundraising approaches to increase engagement and income <p>Donor Stewardship and Retention</p> <ul style="list-style-type: none"> • Oversee the development of a high-quality supporter journey from first gift to long-term commitment • Ensure timely, meaningful and personalised donor communications and 'thank you's' • Develop strategies to retain donors and re-engage lapsed supporters • Maintain a strong understanding of donor motivations and behaviours 			

Key Tasks Ctd

Events and Supporter Engagement

- Develop and deliver a programme of events that connect donors with inHope's work
- Create opportunities for donors to see impact first-hand and deepen their engagement
- Work collaboratively with service teams to facilitate appropriate and sensitive engagement opportunities
- Ensure events contribute to both income generation and relationship building

CRM and Data Management

- Ensure effective use of CRM systems to support donor journeys and communications
- Maintain high standards of data integrity, confidentiality and GDPR compliance
- Use data insights to segment audiences and improve targeting

General Duties

- Christian pastoral care for colleagues within inHope
- To participate in, and sometimes lead, tasks and activities that further the work of inHope on occasion
- To uphold and model inHope's values and Christian ethos in all aspects of the role

Key Attributes

Person Statement

An enthusiastic and strategic fundraiser with a passion for engaging individuals in meaningful giving. You will be a strong relationship-builder and communicator, motivated to grow income and deepen supporter engagement. With a clear sense of God's calling, you will bring both creativity and discipline to developing a thriving individual giving programme that enables more people to support inHope's mission.

Essential Attributes

- Experience in fundraising, particularly individual giving or similar income streams
- Proven ability to deliver campaigns or initiatives that generate income or engagement
- Strong relationship-building and communication skills
- Ability to plan, prioritise and manage multiple projects effectively
- Experience of using databases/CRM systems and handling personal data responsibly
- Analytical mindset, able to use data to inform decisions
- Highly organised, proactive and self-motivated
- Alignment with inHope's Christian ethos and values

Desirable

- Experience of developing regular giving programmes
- Experience of delivering fundraising events
- Experience within the charity or faith-based sector

Key Relationships

Team(s)

- Income and People Team
- Wider inHope Staff Team

• Primary Relationships

- Line managed by Head of Income and People
- Works closely with Communications colleagues to deliver integrated campaigns
- Liaises with service managers to communicate impact and shape donor engagement
- Builds relationships with individual donors and supporters
- Works alongside volunteers supporting fundraising activity