

# Job Description

<b>Job Title:</b>	Digital Individual Giving Officer
<b>Location:</b>	Remote in the UK (homebased) with occasional travel (Based in England Wales or Northern Ireland)
<b>Managed by:</b>	Head of Community Fundraising and Individual Giving
<b>Hours:</b>	35 per week (p/t min 30 hours over 5 days considered dependent on experience)
<b>Contract:</b>	Full Time/Part Time, Permanent
<b>Salary:</b>	FTE: £32,000 per annum

## Job purpose

At Cruse, we have recently launched our new strategy, setting out our charity's plans to grow our income and build on our expertise and unique position in the sector. We provide expert bereavement and grief information and support, and our charity has been supporting people for over 65 years. We support adults, children and young people across England, Wales and Northern Ireland, through our national services, over 80 local branches and online information about grief and bereavement.

## About you

The Digital Individual Giving Officer will work closely with the Head of Community Fundraising and Individual Giving. You will help grow sustainable income, building strong relationships with donors. You will maximise income through a range of individual giving activities. These include general donations, regular giving, appeals, lottery, legacies, in memory and tribute giving.

You will have experience in an Individual Giving role. You will have a good working knowledge of delivering fundraising campaigns, specifically through digital channels. You will have experience in data segmentation and analysis, using tools such as Google Analytics and Meta Ads Manager. Working under tight deadlines, you will be creative and have excellent written and verbal communication skills.

## Key responsibilities

### Individual Giving Recruitment and Stewardship

- Manage and grow key individual giving income streams, including general donations, regular giving, and in-memory.
- Manage the delivery of Cruse's legacy marketing, supported by targeted stewardship plans for enquirers and pledgers, strengthening relationships and growing long-term legacy income.

We help people through one of the most painful times in life  
– with bereavement support, information and campaigning.

Charity Registration Number: 208078. A company Limited by Guarantee Number: 638709.

Registered Office: 5 Kew Road, Richmond, TW9 2GW

- Create and implement new giving opportunities to grow our warm supporter database, including in-memory giving and regular giving.
- Develop and improve donor stewardship journeys to increase retention, average gift value and lifetime value.
- Build strong relationships with donors and support them throughout their giving journey.

### **Digital Marketing, Data and Communications**

- Develop, deliver and test new campaigns to increase visibility and income, using A/B testing, audience segmentation and response data to improve results.
- Use digital tools such as email marketing, Meta Ads Manager and Google Analytics to deliver insight-led recruitment and supporter journeys.
- Work with the Marketing and Communications team to identify and source compelling case studies, building strong relationships with donors and supporting them through the journey.
- Share knowledge and work with colleagues in other teams, including Marketing and Communications, to develop digital skills and an integrated digital communications plan.
- Collaborate with the Marketing and Communications team to plan, deliver and evaluate fundraising social media content to drive fundraising engagement and income.
- Provide occasional support for the monitoring of Cruse's social media
- Work collaboratively with colleagues across the organisation, including Volunteering, Services and Marketing, to deliver campaigns successfully.

### **Planning, Systems and Governance**

- Support the Head of Community Fundraising and Individual Giving to produce budgets and reforecasts, reporting on KPIs.
- Monitor and evaluate performance to inform planning and decision-making.
- Together with the Head of Community Fundraising and Individual Giving and key colleagues, develop the communications plan for people previously supported by Cruse.
- Maintain accurate and consistent records on Cruse's CRM, ensuring best practice across Individual Giving activity.
- Ensure all fundraising activity adheres to agreed standards and complies with relevant legal and regulatory requirements.
- Other responsibilities appropriate to an appointment at this level.

# Person specification

The following outlines the qualities, skills, and experience we seek in the successful candidate. As you prepare your application, we encourage you to provide clear, well-evidenced examples demonstrating how you meet the criteria. This will allow us to assess your suitability for the role effectively.

<b>Essential</b>	<b>Desirable</b>
<b>Qualifications &amp; Experience</b>	
A strong track record and demonstrated experience in Individual Giving Fundraising	Experience in legacy fundraising
Well-developed skills and experience using Microsoft Office	Fundraising or marketing qualification
A depth of experience delivering marketing or fundraising campaigns	
Donor cultivation, supporter care or customer service experience	
Established capability in using a CRM/database to record and manage supporter activity	
Experience using Pay Per Click and paid digital advertising platforms to acquire supporters.	
Evidence of delivering digital and social media campaigns to acquire and engage supporters.	
Experience gained through creating engaging online content to support fundraising campaigns	
Proven ability to acquire and retain cash and/or regular giving donors through digital marketing	
<b>Keys Skills and Expertise</b>	
Strong collaboration skills	
Ability to prioritise, plan and manage a varied workload to deadlines	
Attention to detail, with accuracy in written work and data entry	

We help people through one of the most painful times in life  
– with bereavement support, information and campaigning.

Charity Registration Number: 208078. A company Limited by Guarantee Number: 638709.

Registered Office: 5 Kew Road, Richmond, TW9 2GW

Ability to analyse and interpret campaign performance data to improve results	
Knowledge of fundraising legislation and best practice, including data protection and direct marketing compliance	
Experience planning and delivering email/supporter journeys	
<b>Key Competencies &amp; Attributes</b>	
Flexibility – to attend occasional evening meetings online with volunteers or supporters, if required;	
<b>EDI commitment</b> – Demonstrates a deep understanding and dedication to equality, diversity, and inclusion within the workplace.	
<b>Self-motivation, autonomy &amp; team player</b> – Works independently while responding to evolving priorities with agility and will actively contribute to a cohesive and motivated workplace culture.	
<b>Values-driven approach</b> – Consistently demonstrates behaviours aligned with organisational values.	Working in the charity sector with a passion for the cause.