



Surfers Against Sewage
Unit 2, Wheal Kitty Workshops
St Agnes, Cornwall, TR5 ORD

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Role: Head of Individual Giving
Salary: £30,000 to £40,000
Hours: 37.5 hours a week
Contract: Permanent
Based: St Agnes, Cornwall
Probationary Period: 6 months
Holidays: 25 days per year plus Bank Holidays
Benefits: An additional 1 day holiday per year accrued after each full year of service, up to 3 years.
3% of salary pension contribution after 3 months continuous employment.

Line Management responsibilities: Face to Face Fundraising Manager (Seasonal)
Fundraising & Administration Officer
Individual Giving Officer (To be recruited)

The post holder will be part of the SAS Senior Management Team (SMT)

Reports to: Director of Fundraising & Operations

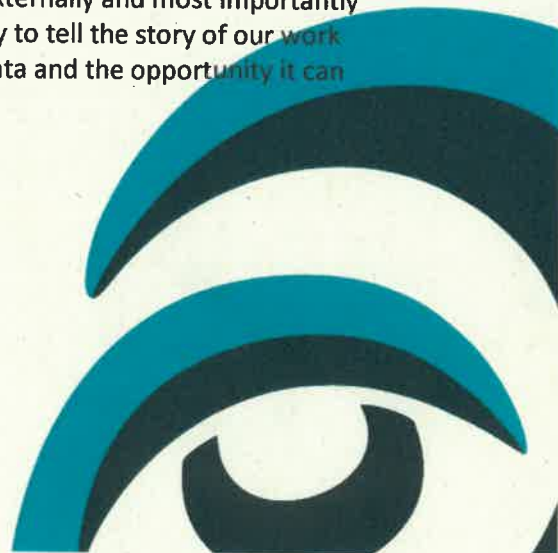
As a line manager you will provide leadership, direction, support and line management to those you line manage. This will include regular 1:1s and annual reviews to ensure objectives and targets are met. You will be responsible for developing a culture of innovation, resourcefulness and best practice to make the best use of time and skills in the team.

Objective of the role:

To oversee the team responsible for growing the number of individual supporters, and their lifetime value to SAS, the retention & growth of members and the systems and processes that underpin the wider fundraising team. To develop SAS's database and understanding of data and opportunities. To create & develop donor journey's to go to new audience's and link individual giving up in a powerful way with existing activity/campaigns.

The person:

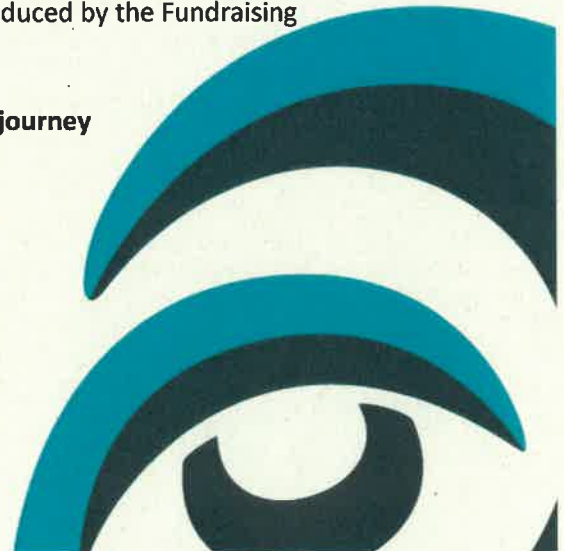
This is a great opportunity for a creative and results driven individual. We're looking for someone who loves building relationships both internally and externally and most importantly with our amazing supporters. You'll love writing compelling copy to tell the story of our work effectively to a variety of people and you'll have a passion for data and the opportunity it can provide our charity to grow.



You won't be afraid of a challenge, when you see a problem you'll find creative ways to address it. Self-awareness and empathy are key to this role as well as the ability to effectively get your ideas across.

Responsibilities:

- **Develop the Individual Giving Strategy**
 - Develop a strategy, in line with SAS's overall strategy, for growing the number of people supporting our work and developing their lifetime value
 - Grow membership by agreed KPI's
 - Review the Individual Giving Strategy on an ongoing basis, refining it as new opportunities, analysis and learning become available
 - Work closely with the Chief Executive, Director of Fundraising & Operations, Director of Campaign & Projects and the Projects Team to design & deliver a joined up approach
- **Carry out analysis of our fundraising and specific activities**
 - Use the SAS CRM (Harlequin) database to extract data to analyse performance of fundraising activities and for building budgets and report into SMT.
- **Oversee the fundraising systems and administrative activities**
 - Ensure all systems (CRM, payment processors, Gift Aid, Direct Debits) are working optimally, and are either developed or new systems introduced as necessary to meet the fundraising teams' requirements. You will be expected to be able to automate processes to drive team productivity.
 - Work with the Director of Campaigns & Projects to develop a plan and way of reporting for rolling out the CRM database across Project Delivery Team
 - Oversee the *Fundraising & Administration Officer* and the *Individual Giving Officer* to ensure a seamless and efficient fulfilment of acknowledgements, as well as efficient administration of membership renewals
- **Ensure SAS complies with and exceeds the requirements of relevant legislation**
 - Ensure that fundraising systems and activities are compliant with data protection (GDPR) legislation
 - Ensure that SAS's fundraising is compliant with relevant fundraising regulation, specifically the fundraising Code of Practice, the Fundraising Preference Service and any new or updated regulation introduced by the Fundraising Regulator
 - Provide data protection advice to colleagues
- **Develop an SAS legacy fundraising strategy and donor journey**



- Working with the Director of Fundraising & Operations develop a strategy for marketing legacies to cold & warm audiences
- Once a legacy program has been sufficiently developed ensure there is an effective program of stewarding legacy pledgers
- Manage the relationships with external providers
- **Budget & Financial management**
 - Working with the Finance Manager, monitor, evaluate and reporting of agreed income and expenditure budgets

Other duties & responsibilities

- Adopt a positive approach to personal and professional development; engaging in one to one meetings and relevant training
- To be aware of, and act on, relevant health and safety responsibilities as an employee of SAS and adhere to these wherever you are working
- To maintain confidentiality in all areas of work at SAS
- To carry out any other duties as are within the scope, spirit and purpose of the post as requested by your line manager or any other member of the SAS team
- UK travel may be required. Training & operational activities may require overnight stays away from Cornwall, in which case standard SAS procedure apply
- Work with SAS Senior Management Team and Trustees for the effective recruitment of team members
- Demonstrate a strong commitment to creating an inclusive, equal and diverse workplace.

Surfers Against Sewage values diversity and is committed to equality of opportunity and welcomes applications from all sections of the community.



