



**YORKSHIRE**  
AIR AMBULANCE

Registered Charity No. 1084305



# Job Information Pack



## Individual Giving Manager

- Hybrid, part-home and part-office based at our HQ in Elland (with some travel across the Yorkshire Region & to our Air Support Units)
- Full-time, 37.5 hours per week (flexibility essential, with some evening and weekend work required)



## Our Mission Statement:

To provide, deliver and develop with integrity, transparency and pride, state-of-the-art emergency response air ambulances for the protection of human life across Yorkshire and its environs.

# About the role:

Do you want to feel as though you are helping to save lives every day? When working for YAA as our Individual Giving Manager that is exactly what you will be doing!

As the Individual Giving Manager, you will be responsible for developing and implementing strategies to steward individual donors and supporters, cultivating meaningful relationships, and maximising their financial contributions.

You will oversee all aspects of our existing individual giving programme, including lottery, raffles, regular giving, in memory giving and direct mail campaigns, but also propose new ways to develop long-term relationships with existing supporters and to acquire new ones.

If you would like to be part of this high-profile, successful regional Charity and think that your skills and experience fit the bill for this exciting role... we look forward to hearing from you!



# Summary of the role:

<b>JOB TITLE</b>	Individual Giving Manager
<b>LOCATION</b>	Hybrid – part-home and part-office based at our HQ in Elland
<b>REPORTING TO</b>	Director of Public Fundraising
<b>HOURS</b>	Full-time, 37.5 hours per week
<b>ADDITIONAL INFO</b>	Requirement to work some unsocial hours both in the evenings and weekends.
<b>JOB PURPOSE</b>	<p>As the Individual Giving Manager, you will be responsible for developing and implementing strategies to steward individual donors and supporters, cultivating meaningful relationships, and maximising their financial contributions.</p> <p>You will oversee all aspects of our existing individual giving programme, including lottery, raffles, regular giving, in memory giving, direct mail campaigns, but also propose new ways to develop long-term relationships with existing supporters and to acquire new ones.</p>

# Key Responsibilities and Duties

## Individual Giving – General

- ❖ To create and execute strategies to cultivate and grow individual giving income, including donor acquisition, retention, and stewardship programmes.
- ❖ To build strong relationships with individual donors and prospects through personalised communication, engagement events, and donor recognition initiatives.
- ❖ Maximise retention by designing and implementing an effective supporter journey, championing excellent stewardship of donors, particularly with regards to how we welcome and thank donors to maximise attrition.
- ❖ To coordinate all aspects of direct mail appeals and online fundraising to maximise donor engagement and revenue generation.
- ❖ To utilise the charity CRM database to track donor interactions, segment audiences, and analyse fundraising performance to inform decision-making.
- ❖ To work closely with the Digital Marketing Manager and others in the Marketing team to develop campaign objectives, messaging, stewardship plans and marketing strategies.
- ❖ To set up and undertake monitoring and evaluation reporting to assess campaign performance against agreed objectives and ensure these insights inform future decision making.
- ❖ To lead on the Saving Lives Lotto, including strategic aspects of the Lottery to drive the growth of membership, monitoring membership progress and trends, and to resolve issues with the general public with regards to complaints.
- ❖ To lead on the delivery of the Always Ready Raffle.
- ❖ To lead on the charity's in memory and legacy marketing activity, including MuchLoved, working closely with the Legacies Manager.
- ❖ Produce campaign briefs to circulate internally to support the fulfillment of donations, enquiries and data input.
- ❖ Work with the Director(s) to ensure that Gambling Commission, GDPR and any other regulatory or best practice guidelines are complied with and that all relevant policies and guidelines are in place and are appropriately understood and adhered to.
- ❖ Please note, other income streams may need to be managed under the umbrella of Individual Giving in time. This could include Payroll giving, appeals, campaigns, donor surveys, prize draws and Newsletter sign-ups.

## Team management

- ❖ Works closely with fundraising, marketing, admin and finance colleagues.

## Budgetary responsibility

- ❖ Recommend an income and expenditure budget for inclusion in YAA's annual budget, with detailed breakdown, phasing, rationale and key performance indicators.

- ❖ To manage and monitor the budget for Individual Giving, ensuring income targets are met, costs are in line with the agreed budget.
- ❖ Regularly review performance against targets and budgets, accounting for any variances and taking corrective action.
- ❖ Submit monthly written performance reports to the Directors of Fundraising.

#### **Personal development**

- ❖ Attend mandatory training, as directed by your line manager, to ensure underpinning knowledge, skills and competencies are developed and attained, to carry out your job effectively.
- ❖ Continuously update and develop your expertise and knowledge of charity's activities.
- ❖ Share knowledge and skills with other members of the Fundraising Directorate.
- ❖ Stay abreast of industry best practice, insights and emerging trends and taking proactive steps to quickly and effectively utilise and share findings to benefit the charity.
- ❖ Develop relationships with peers in other organisations to stay on top of new developments in the sector and to share best practice.

#### **General:**

- ❖ To act as an ambassador for the Yorkshire Air Ambulance by undertaking public speaking engagements when required to do so.
- ❖ To attend Direct Reports, Marketing/Fundraising and Regional meetings as required.
- ❖ To ensure all systems and processes are followed in accordance with operating procedures.
- ❖ Ensure accurate records are kept, using the CRM and appropriate MS Office programmes.
- ❖ To observe Health and Safety requirements at all times and comply with the Charity's policies and procedures including the requirements of GDPR.
- ❖ To carry out other duties as required by the Director of Fundraising.
- ❖ To undertake projects as required and be an active member of internal focus groups.

# Experience, Knowledge and Skills Required:

## Essential:

- ❖ Significant fundraising experience in individual giving, in-memory fundraising or supporter experience.
- ❖ Demonstrable experience of setting and delivering an income target and expenditure budget.
- ❖ Experience of managing a range of projects or campaigns at any one time.
- ❖ Experience of using data to segment audiences, sending them relevant content and an emotive call to action.
- ❖ Experience in monitoring, evaluating and analysing campaign data against a range of key performance indicators.
- ❖ Experience of developing and delivering a robust stewardship journey for active donors and to instil excellent donor care across all activity.
- ❖ Excellent written communication / copy-writing skills with strong attention to detail, and the ability to produce high quality appeals.
- ❖ Experience of negotiating contracts and agreements with suppliers.
- ❖ Well-developed interpersonal skills, particularly around negotiation, persuasion, motivational and collaborative attributes.
- ❖ Full UK driving licence with access to own car.
- ❖ A willingness to travel and work unsocial hours both in the evenings and at weekends.
- ❖ A sound understanding of GDPR, PECR and the Fundraising Regulator's Code of Conduct.
- ❖ Experience of using a CRM or database and IT literate (Microsoft Office Outlook / Word / Excel / PowerPoint / Teams).
- ❖ Have suitable home based accommodation to provide an office space.

## Desirable:

- ❖ Marketing qualification.
- ❖ The ability to build professional relationships, tell the charities story in order to engage supporters and remain upbeat and positive when in challenging situations.
- ❖ Proven experience and current understanding of the individual giving fundraising market.
- ❖ Residing in the Yorkshire area.
- ❖ Experience of working from home.

# Skills and Abilities:

**Planning for the Future** - Plans to achieve their objectives within timescale, balancing short- and long-term requirements. Identifies opportunities and barriers and considers the implications of actions.

**Communicating with Others** - Pitches communication at the right level both verbally and in writing and checks for understanding. Good listening skills. Uses information to influence others. Able to give tough messages when required.

**Leading a Team** - Setting direction for a team and motivating them to deliver results.

**Generating Ideas** - Continually seeking to improve the service offered by the team by coming up with improved systems and processes and added value activities. Considers pros and cons and impact on team and resources.

**Building Relationships** - Works well with others. Co-operates willingly with others. Able to quickly build effective relationships with all levels both internally and externally and meet the needs of the individual. Treats others with dignity and respect and able to gain the trust of others. Builds strong relationships with others.

**Flexibility and Adaptability** - Adopts a flexible and adaptable approach. Recovers well from setbacks and resistance from others. Remains calm under pressure and focused on the task. Encourages others to do the same.

**Making Decisions** - Anticipates issues and takes action to address underlying cause. Reaches effective decisions by gathering and analysing relevant information balancing cost, benefit, and risk implications. Considers options, weighs up pros and cons before deciding on action.

**Delivering Results** - Accepts accountability and ownership. Ensures self and team delivers on time and to required standard. Has high standards and leads by example. A good role model. Creates enthusiasm in others.

**Self-Motivated** - Works well on their own or as part of a team. Demonstrates a positive attitude. Energetic and enthusiastic.



# Additional information:

- ❖ Salary banding £33,800-43,680 pa dependent on experience/skills/knowledge.
- ❖ Discretionary annual staff bonus scheme based on the Charity's financial performance and personal KPIs (beginning on completion of probation period).
- ❖ 25 days paid holiday per annum plus statutory Bank Holidays. Time off in Lieu for evening and weekend work.
- ❖ Work Life/Family Balance - a commitment to helping you achieve a work life balance including flexible working opportunities, enhanced family leave packages, including maternity, paternity, and adoption/surrogacy.
- ❖ Commitment to training and personal development for all staff, including access to short online training sessions.
- ❖ Contributory pension scheme (contributions matched by the Charity up to 8%) and annual pensions advice.
- ❖ Life Assurance plus access to an Employee Assistance Programme covering Financial, Mental and Physical Wellbeing.

**Closing date for this role is: 5pm on Sunday 19th January 2025.**



# Application process:

## **To apply for this position via our website:**

- ✓ Provide a CV and covering letter stating how your experience, knowledge, abilities and skills match the job requirements along with why you are applying.
- ✓ Complete the optional Equal Opportunities Monitoring Form.

If you wish to discuss the job role in more detail, please contact Kerry Dwyer, Director of Public Fundraising on 07825 560365 or Katie Roberts, Interim Director of Fundraising on 07425 239368.

For other recruitment queries, please contact [recruitment@yaa.org.uk](mailto:recruitment@yaa.org.uk).

## **Other things to note:**

We reserve the right to close the vacancy early if required and would encourage applicants to send in their applications as soon as possible rather than waiting for the closing date.

We encourage applications from all backgrounds and groups – we value equality, diversity and inclusion in all our employment practices, including recruitment, selection and induction.

If you require any documents in another format or adjustments to any part of the recruitment & selection process, please do let us know.

The use of AI (Artificial Intelligence) is monitored.

## **GDPR & our Recruitment Privacy Statement:**

*The Yorkshire Air Ambulance complies by law with the Data Protection Act 2018 and the EU General Data Protection Regulation. This advises you of how the Charity collects and processes your personal data. The Privacy Statement also declares how the Charity will comply with GDPR and the Data Protection Act 2018. Please ensure you download and read the Statement on our website before completing and submitting your application for employment.*





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Registered Charity No. 1084305

We look forward  
to receiving your  
application

