



Individual Giving Manager

Full time, 35 hours per week. Part time working open for discussion

Location: flexible, preferably London

Reports to the CEO

£35,000 to 37,000 including London weighting

Initial 2-year contract

Deadline for applications 7th June 2024

Interviews on 20th and 21st June 2024 in London

Individual Giving Manager

Micro Rainbow is a leading UK organisation working with LGBTQI people seeking asylum and LGBTQI refugees to enable them to live in safety, with dignity and to rebuild their lives. Our operational teams are based across the UK providing specialist support to LGBTQI people on: safe housing; navigating the complex asylum system; addressing homelessness and poverty; tackling social isolation and accessing health care, education, and employment.

Micro Rainbow has ambitions not only to meet fully the demand for safe housing of LGBTQI asylum seekers by increasing the number of its safe houses but also to improve the experience of LGBTQI people seeking asylum and LGBTQI refugees across the UK by providing specialist LGBTQI services.

Micro Rainbow is looking for an Individual Giving Manager to create an individual giving and fundraising strategy for the organisation. In this newly created position, you will play a crucial role in nurturing relationships with individual supporters to make a difference to the lives of LGBTQI refugees and asylum seekers in the UK. As Individual Giving Manager you will be responsible for creating and implementing strategies to attract, retain, and upgrade Micro Rainbow's allies (individual donors), ensuring a steady and growing stream of funding and contributing to the sustainability of Micro Rainbow.

This role requires a candidate with a strong background in building relationships and identifying and developing new prospects. They will need experience in the development of strategic and creative giving programmes and to be excited at the prospect of pursuing new opportunities for the organisation by engaging with individual and major donors, and high net worth individuals.

Key responsibilities

Strategy, budgeting and reporting

- Lead, develop and implement the individual giving fundraising strategy, raising more than £300,000 a year, with a clear plan for growing individual giving year by year.
- Develop existing relationships to increase their value, both financially and by contributing towards Micro Rainbow's aims and objectives more widely.
- Create a programme of work that encourages innovation through testing, learning and future proofing the income stream.
- Always have an eye on new opportunities and developments to inject new ideas into the strategy.
- Set and manage the annual income and expenditure targets, to achieve growth across the individual giving income stream, in liaison with the CEO.
- Ensure regular monitoring of performance across all activities and make necessary adjustments to maximise net income opportunities.
- Provide quarterly reviews of performance against income targets and the strategy.
- Be accountable for monitoring and reporting against objectives and outcomes for internal and external audiences.

Fundraising

- Develop ideas for creative sponsorship and funding opportunities in line with our strategic ambitions, putting together proposals; identifying suitable partners; presenting proposals and closing deals.
- Ensure all activities have clear project plans, goals, KPIs and measurements in place.
- Drive the acquisition, retention, and growth of individual supporters, ensuring all fundraising and lead generation activities are carried out efficiently and effectively.
- Increase the number of committed donors and pledgers through online and offline channels.
- Develop and execute an "In Memory and Legacy" funding stream.

Stewardship/supporter engagement

- Create stewardship plans to engage with and maintain relationships with current allies (individual donors).

Database and Compliance

- Ensure compliance with regulation and best practice standards in the fields of Major Donor fundraising and Legacy giving.
- Adhere to the Fundraising Regulator's Code of Fundraising Practice, Charity Law, Health & Safety Law, the General Data Protection Act and PECR, NCVO guidance and other relevant legislative requirements.
- Maintain an up-to-date knowledge of any changes in law or best practice guidance which affect Legacy giving, Major Donor fundraising, Gift Aid, events, and volunteering, updating or creating policies and procedures accordingly.

- Research and propose tools for managing individual donors, and use them as an informed reporting tool.
- Attend relevant access webinars to improve knowledge of the database.
- Ensure everything done is in line with GDPR requirements and Micro Rainbow policies, and work with the Operations Manager to ensure that any changes are incorporated into the IT systems in a timely manner.

Cross organisation functions and collaboration

- Work closely with other functions, e.g. communications and operations.
- Act as a supportive and collaborative colleague to the wider team, working in conjunction with others as and when necessary, providing occasional capacity to other areas in moments of pressure
- Attend 1:1 meetings, team meetings, events, and other meetings as required
- Incorporate organisational values, such as collaborative and inclusive, into all areas of work -this includes but is not limited to the co-production of activities with beneficiaries wherever practicable
- Undertake any other reasonable duties as required.

Skills, competencies, and experience

Experience

Essential

- At least two/three years' experience in a similar role in the charity sector.
- A track record of success in individual giving fundraising, with experience in executing both acquisition, retention and growth strategies.
- The ability to see opportunities and drive progress to create a successful ally/individual giving programme.
- The ability to work collaboratively internally and externally to achieve strategic goals.
- Experience of achieving significant income growth through Individual Donations – upwards of £100K.
- Comprehensive understanding of individual giving best practices, trends, and regulatory requirements.
- The ability to motivate and inspire a range of audiences and stakeholders through relationship building and storytelling.
- The ability to monitor and manage income and expenditure targets.
- Excellent leadership, management, and team development skills.

Desirable

- Understanding of the needs and aspirations of LGBTQI refugees and people seeking asylum.
- Working in a service delivery environment with (or working for an organisation that supports) vulnerable clients.
- Experience in creating and/or managing in Memory and Legacy income streams

Knowledge, skills and abilities

- Ability to work with limited oversight, devising and implementing workplans on your own initiative.
- A self-starter, able to work on own initiative where required, enthusiastic team-player with a can-do attitude.
- A strong commercial understanding and outlook.
- Ability to work on a range of project design and proposals/tenders, ensuring effective prioritisation, strong organisational skills and demonstrating good time management.
- Ability to communicate complex information internally and externally, both verbally and in writing.
- Ability to produce compelling applications, proposals and presentations.
- High level of numerical and analytical skills to contribute to and engage with project and team budgets.
- Excellent command of spoken and written English.
- Good computer skills.
- Commitment to Micro Rainbow's values, and the principles of confidentiality, impartiality and equality, diversity and inclusion.
- Open reflective attitude to own work and experience.
- Ability to travel in the UK and stay overnight if required.
- Strong interest in the issues affecting LGBTQI refugees and people seeking asylum.

Personal qualities

- Strong commitment to LGBTQI equality, LGBTQI refugees and asylum seekers and to a fair and humane asylum system. (Essential)
- Excellent stewardship capabilities and relationship building skills.
- Entrepreneurial, innovative, personable, collaborative, and good at working both in a team and under your own initiative.
- Flexible and dynamic, with an ability to adapt and respond quickly to a fast-changing environment.
- Confident communicator.
- Ability to quickly build credibility internally and externally.