



Job Title **Individual Giving Officer**
Department **Development**
Division **Development & Communications**

Job Description

Main Duties

Income Generation:

- Collaborate with the Head of Individual Giving on public appeals and fundraising events.
- Contribute to digital advertising strategies to support fundraising efforts.
- Explore opportunities for diversifying and broadening the donor base.

Digital Campaigns:

- Work closely with the Comms team to support on digital recruitment efforts, utilizing online platforms to attract and acquire new members, donors and prospects.

Donor Development:

- Develop an effective engagement journey (digital and print) for donors, alumni, and prospects with a strong focus on long-term Income Generation.
- Work cross-departmentally (i.e. with the Education and Public Engagement teams) to effectively engage our audience in other ways of being involved with RBGE.

Membership Engagement:

- Work with our Operations Team to review and optimize membership journeys, including welcome comms, retention, reminders, and lapsed member re-engagement.
- Cultivate a positive and engaging experience for members at all stages.
- Coordinate special events, including Members' Christmas shopping events and previews.

Visitor Giving and Membership Recruitment Operations:

- Provide support for the visitor giving and membership recruitment operations at the Garden to optimise unrestricted on-site donations and increase the ROI of the Visitor Giving contract.
- Work with the Visitor Giving agency and collaborate with Visitor Welcome Team colleagues as needed.

Individual Giving Administrative Support:

- Provide support to Individual Giving administrative staff.
- Facilitate efficient and high-standard completion of membership processing and administration tasks.
- Use the CRM system (currently RENxt) for administrative membership tasks, accurately managing the records.

Data Analysis and Reporting:

- Work with the Operations and Finance team to report on insights.
- Prepare appeal and project reports, highlighting successful strategies and areas for improvement.

Person Specification

Skills/Aptitude	Essential	Desirable
Proven experience of marketing and/or fundraising	*	
Experience or knowledge of digital fundraising or direct marketing	*	
Excellent copy writing skills and verbal communication skills	*	
Ability to prioritise workload and work to tight deadlines	*	
Ability to build relationships to work effectively across departments	*	
Experience of working in a membership role		*
Proficiency in CRM systems and data analysis tools		*

Knowledge	Essential	Desirable
Knowledge and experience of Microsoft Office	*	
Knowledge and experience of Umbraco or other similar website framework		*
Experience of Raiser's Edge software or similar CRM database		*
Working knowledge of GDPR and its relevance in the context of RBGE.		*

Professional Qualifications	Essential	Desirable
Undergraduate degree or equivalent relevant experience		*