ROLE PROFILE: Interim Individual Giving Manager (6 months – November 2026 – April 2027)

Reports to:	Head of Mass Fundraising
Department:	Fundraising & Communications
Direct reports:	Fundraising Officer (Individual Giving)
Salary	£42,000 FTE
Hours	Full-time – would consider 0.8 FTE
Location	Hybrid - 2-3 days/week at St George's Hospital, SW17 0QT

We are looking for an experienced Individual Giving fundraiser to manage our Individual Giving programme at St George's Hospital Charity. This will be an interim position for six months, with a start date of November 2026 providing stability and leadership whilst we recruit the permanent position in the new year. This would be suitable for anyone with at least 3 years' experience in fundraising and ideally someone with experience managing Individual Giving teams.

ROLE PURPOSE

The Individual Giving Manager will lead the charity's individual giving programme during an exciting period of growth as we work to achieve our targets for 26/27 financial year.

You will deliver key activities aimed at building our profile, donor base and unrestricted income in line with our strategic objectives. This will be achieved through the delivery and strategic development of warm and cold cash acquisition, a face-to-face regular giving programme, effective retention strategies and initiatives that will build our contactable base of supporters. This role will also be responsible for the development of our gifts in wills programme, including creating marketing campaigns and materials to grow gifts in wills income. The role is involved in both strategic planning and implementation.

This role is a unique opportunity to contribute to our plans to double our Individual Giving income over the next five years as well as being an integral member of a hardworking, friendly and passionate team.

As a six month interim position, it would be suitable for someone looking to take the next step in their fundraising career, We are looking for someone with experience across a range of individual giving income streams, including cash and digital appeals, regular giving, face-to-face and lottery, with proven success in contributing to income growth across a diverse portfolio.

You will see firsthand the difference you make every day to over 9.500 hardworking NHS staff and 1million + patients accessing St George's NHS Trust every year.

MAIN DUTIES & RESPONSIBILITIES

Donor Acquisition

- Overall responsibility for the face-to-face regular donor programme, including negotiating with the professional fundraising agency, ensuring all training and compliance needs are met and reporting to the Trust stakeholder group.
- Lead the delivery of the annual multi-channel Christmas appeal, ensuring targets are met and implementing strategies to grow income each year.
- Develop strategies to increase the visibility of the charity across the Trust sites, such as creating engagement materials, increasing opportunities for lead generation and increasing data capture.
- Lead the Individual Giving strategy for any major cross-charity fundraising appeals.
- Build, implement and grow our lottery product.
- Work with the Head of Mass Fundraising to implement strategies to ensure sustainable income growth and a high return on investment, adapting to audience and wider sector trends where necessary for continued success.

Donor Retention

- Oversee retention activity and donor stewardship to ensure an excellent standard of supporter care across IG income streams.
- Develop and implement re-activation strategies to re-engage lapsed donors.

Digital Giving

- Establish automated digital donor journeys across IG and refine these to improve conversion and repeat giving.
- Research, monitor and engage with sector trends in digital fundraising to ensure we are maximising new opportunities.
- Support the Head of Mass Fundraising to implement digital donation points across the hospital sites.

Legacy Giving

- Lead on the production of legacy marketing campaigns and materials.
- Develop and implement a long-term marketing strategy to grow income from Gifts in Wills.

Financial Management

- Prepare, monitor and manage income and expenditure budgets and reforecasts.
- Prepare reports and evaluations of the Individual Giving portfolio as required.
- Work with the Database Manager to effectively monitor key performance indicators for IG activities, ensuring that targets are met and ROI maximised.
- Ensure that gift aid is maximised wherever possible.

Staff Management

Carry out all line management duties in line with organisational policy and procedure, including:

- Managing health and safety of staff.
- Diversity and inclusion – encouraging an inclusive environment.
- Recruiting and inducting good quality staff.
- Motivating and supporting staff to achieve high performance, including conducting regular 121s and timely appraisals.
- Proactively addressing performance, conduct or other employee relations issues.

General Duties

- Develop strategic insight and analysis functions to inform fundraising decisions and lead on the cultural growth in use of data and insight as a key business driver.
- Work collaboratively across St. George's Hospital and Charity to maximise opportunities and consolidate resources.
- Ensure robust systems and processes are in place to be fully compliant with all relevant legislation and fundraising best practice.

Other Requirements

- This is not an exhaustive list of tasks. Duties may vary from time to time as determined by Charity needs.

PERSON SPECIFICATION

Skills

- Excellent written and verbal communication skills with the power to persuade, motivate and inspire, whilst delivering clear, concise messages.
- An excellent understanding of direct and digital marketing principles, strategies and best practices, including the delivery of effective donor or customer journeys.
- Able to develop complex financial models and forecasts.
- Excellent interpersonal, negotiation and assertiveness skills, able to build effective relationships internally and externally.
- Strong analytical skills, with the ability to assess campaign performance, using insights to inform strategic decisions.
- Strong decision-making and problem-solving skills.
- Strong leadership skills with the ability to set and communicate direction, motivate others and delegate effectively.
- A good understanding of the fundraising landscape in the UK and awareness of giving trends and sector innovations.
- Strong working knowledge of relevant charity law, data protection regulations and the Fundraising Code of Practice, particularly in relation to face-to-face fundraising.

Experience

- Experience across a range of individual giving income streams, preferably including cash appeals, regular giving, face-to-face and lottery, with proven success in driving income growth across a diverse portfolio.
- Experience leading individuals and/or teams, motivating them to achieve goals and perform at their best.
- Demonstrable experience of delivering a successful multi-channel marketing campaign.
- Experience setting and managing fundraising income and expenditure budgets.
- Demonstrable ability to work within a results-oriented environment, monitor performance against KPIs and meet financial targets.
- Proven ability to manage multiple priorities and deadlines in a dynamic and flexible environment.
- Demonstrable experience of initiating a new project or strategy, using a test and learn approach to achieve growth.
- Use of Raisers Edge NXT or an equivalent database.