



Applicant Information Pack

Individual Giving Manager Fixed term until June 2022.



Gilwell Park, Chingford

Hybrid Working Options Available



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Welcome

We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million people aged 6-25 the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

At a time when communities are becoming more divided, we bring people together. We encourage our young people to do more, learn more and be more. We're a worldwide movement, creating stronger communities and inspiring positive futures. We welcome talent from all backgrounds and your contribution to help even more young people succeed in life.



Carl Hankinson, UK Chief Commissioner



Matt Hyde, Chief Executive



“As a young boy, Scouting gave me a confidence and camaraderie that is hard to find in modern life. Kids in the UK need a sense of belonging and community more than ever. I’m proud to be the Chief Scout in the world’s greatest youth movement. It is the biggest privilege I have ever had – more than [serving in] the SAS or [climbing] Everest.”

Bear Grylls, Chief Scout



Our strategic plan

Skills for Life

Our plan to deliver better futures

Our vision

By 2025 we will have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme.

We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

Our mission

Scouting actively engages and supports young people in their personal development, empowering them to make a positive contribution to society.

Our values

We act with care, respect, integrity, cooperation, exploring our own and others' beliefs.

Our goals

Our plan is to build on the success of the previous plan: to continue to grow, become more inclusive, to be shaped by young people and to make a bigger impact in our communities. We have set new goals for 2025.

Growth	Inclusivity	Youth Shaped	Community Impact
<ul style="list-style-type: none"> 50,000 more young people aged 6-18 in Scouts 10,000 more frontline adult volunteers (Section Leaders and Assistant Section Leaders) 5,000 more Young Leaders 	<ul style="list-style-type: none"> we will have started Scouts in 500 more areas of deprivation reaching young people who could benefit the most our adult volunteers will reflect the demographics of our society 	<ul style="list-style-type: none"> 250,000 young people will be shaping their experiences at Scouts 50% of young people will be achieving the top awards 	<ul style="list-style-type: none"> at least 250,000 young people will be making a positive impact in their community each year 50% of young people will be achieving the top awards

Our programmes of work

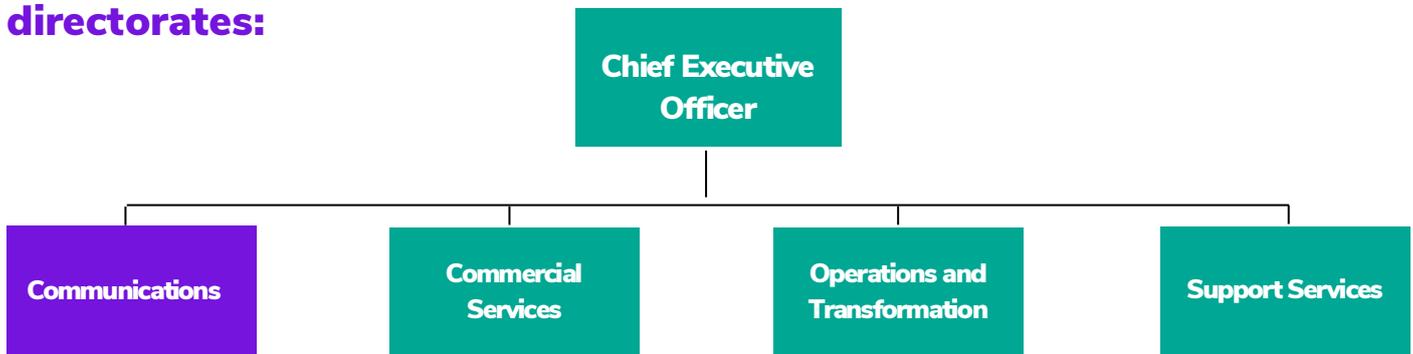
Due to the impact of COVID-19, our Skills for Life strategy has been extended until 2025. The programmes of work that'll help us to achieve this strategy have been revised to: People, Programme, Perception, Digital and Early Years.

We're involving people on the ground every step of the way in the updated strategy, to make sure anything new works for the majority and genuinely make things better, easier and more fun.

<p>Programme</p> <p>A fun, enjoyable, high quality programme consistently delivered and supported by simple (digital) tools.</p>	<p>People</p> <p>More, well trained, better supported and motivated adult volunteers and young people, from diverse backgrounds.</p>	<p>Perception</p> <p>Scouts is clearly understood, more visible, trusted, respected, and widely seen as playing a key role in today's society.</p>
<p>Digital</p> <p>Embedding our digital principles and transforming the Scouts experience with better digital tools.</p>	<p>Early years</p> <p>Provide more young people with skills for life through a new section for four and five year olds.</p>	

Our structure

The UK headquarters of the Scouts is based at Gilwell Park (Chingford, London), and is operationally divided into four directorates:



Chief Operating Officer			
Strategy Delivery	Membership Chief Membership Officer	Volunteering Head of Volunteering	Transformation Chief Digital Officer
Operational Delivery and Compliance	Safe Scouting Chief Safeguarding Officer	Programme Chief Programme Officer	Chief of Staff Chief of Staff

Director of Communications and Marketing

Communications Team

Head of Communications	Manjor Gift Lead	Head of Media Relations	Brand & Ambassador Manager	Head of Supporter Engagement & Philanthropy	Head of Policy & Public Affairs
Communications	Communications	Media	Brand and Ambassador	Communications & Marketing	Public Affairs



The role

Responsible to:	Head of Supporter Engagement and Philanthropy
Department:	Communications (Fundraising)
Base Location:	Gilwell Park (currently home based)
Term:	Fixed term contract until end June 2022
Salary:	£37,557.68 per annum Band F, inclusive of OLW+Market Supplement
Hours:	9-5, Monday to Friday. Occasional out of hours and at weekends as required
Line Management Responsibility:	This role manages the Individual Giving Executive

Core purpose

To be responsible for the financial planning and day to day management of the Individual Giving Department and relative income generation, including develop and implementation of the Individual Giving and Legacy Marketing Plan, agreed within the framework of the TSA Fundraising Strategy.

Key accountabilities

To deliver a three year Individual Giving Plan, agreed within the framework of the Fundraising Strategy, that will enable TSA to realise its full potential from individual giving and legacy income.

- To develop and implement a successful donor acquisition programme, including the recruitment and development of regular and cash givers through new and existing channels, to meet annual income targets, KPIs and to minimise attrition.
- To lead the development of the legacy marketing programme to increase legacy conversations and pledges, and to develop in memory and tribute giving.
- To devise, monitor and manage the individual giving budget and produce accurate reports, analysing performance against budget and KPIs monthly.
- To provide the Individual Giving team with the effective leadership, direction, management and motivation that will enable it to deliver the objectives of the Individual Giving plan.
- To work closely with the supporter services and finance teams to ensure effective analysis, monitoring and evaluation of all individual giving plans, particularly utilising the Raiser's Edge database.
- To work closely with the Head of Supporter Engagement and the Philanthropy lead to develop the pipeline of donors at all levels.
- To manage the Gilwell Fellows high value donor giving group.
- To lead, manage and develop the relationships with the professional fundraising agencies and other suppliers contracted to assist with implementing the individual giving programme.
- To liaise closely with all TSA departments and key volunteers on all relevant work projects that can enhance both fundraising and public awareness.

- To ensure all activity adheres to Scouts' brand values, data protection legislation and specifically GDPR and other codes of practice.
- As a member of the Fundraising Management Team, to ensure that individual giving plays an active role in supporting the other fundraising departments.
- Use a variety of tools, approaches and channels (direct mail, email, mobile, social media, telemarketing) to develop compelling appeals that increase our reach and donor base
- To keep abreast of individual giving activities amongst competitors and ensure that individual giving plans take this into consideration.
- To keep abreast of charity law and fundraising developments across the charity sector by liaising with fundraising staff in other organisations, undertaking training and abiding by the Charities Act and CIOF code of fundraising practice.
- Any other accountabilities commensurate with the general level of responsibility of the job.

The person

Experience

- A proven ability to distil complex information and convey ideas effectively to a range of stakeholders.
- Excellent team working skills and ability to work across a range of briefs concurrently.
- Proven research skills preferably gained in a fundraising or marketing environment.
- Excellent IT, administration and database management skills, ideally Raisers Edge.
- Line management of a small fundraising team

Skills, abilities and knowledge

- Minimum of 3 years' experience of working within Individual Giving and a fundraising environment.
- Proven experience in donor acquisition and development through direct marketing.
- Proven experience of developing a range of Individual Giving income streams, to include cash appeals, regular giving, payroll giving.
- Knowledge of fundraising and marketing campaigns, planning and implementation.
- Demonstrable experience and understanding of Legacy Fundraising and in memory and tribute giving.
- Demonstrable experience and understanding of Digital Fundraising.
- Good knowledge of tax effective giving as applied to fundraising.
- Good knowledge of GDPR and charity law as applied to fundraising.
- Strong written and verbal communication skills are essential.
- Demonstrable experience of managing external agencies and suppliers.
- Knowledge of the Scout Movement.
- Knowledge of fundraising for different organisations.
- Membership of Chartered Institute of Fundraising.

Values and personal qualities

- An innovative and creative thinker with the ability to prioritise and effectively manage a portfolio of diverse projects.
- Demonstrates a creative approach to Individual Giving.
- A self-starter who also works well as part of a small team.
- Want to ensure responsive and genuine engagement with internal and external stakeholders. E
- Want to maintain an up to date knowledge of technical competency areas and take a proactive approach to self-development and performance improvement.



Education & Qualifications

Chartered Institute of Fundraising training courses in Individual Giving. Desirable but not essential

Safeguarding rules – yellow card

We are a youth organisation who takes safeguarding seriously. The post holder agrees to comply at all times with the safeguarding rules as set out on The Scout Association's yellow card, [which can be found here](#). This is shared with young people and carers, as well as employees, so everyone knows our rules of engagement.

In order to comply, stringent vetting procedures take place including checking against an internal database to assess suitability and also Basic/Enhanced DBS checks as required.

GDPR and data protection

The post holder hereby agrees not to disclose any confidential or sensitive information to a third party or outside organisation except where required to do so by law and to adhere to our Data Protection and GDPR policies

Health and safety

The post holder agrees to abide by The Scout Association's Health and Safety principles and code of conduct and to take all reasonable steps to ensure both their own safety in the work place as well as that of their colleagues.

Equal opportunities

The Post holder agrees to promote and uphold the principles of equal opportunities in accordance with The Scout Association's Equal Opportunities Statement and all related policies.



How to apply

Before making an application please ensure that you have read the [Recruitment and Selection Policy](#).

Please submit an application via the apply link on [our jobs page](#).

In order for us to monitor the application of our [Equal Opportunities Policy](#), we would be grateful if you would also complete the Recruitment Monitoring questions on the Application Form.

Closing date for applications – Monday 17 January 2022.

Interviews will be held on Tuesday 18, Wednesday 19 and Thursday 20 January 2022.

If you would to discuss the role in more detail, please contact our [Recruitment Team](#)



INVESTORS
IN PEOPLE

Gold
Until 2022

