

# Individual Giving Fundraiser

## Role Description

**Job Title:** Individual Giving Fundraiser

**Location:** Northfleet and home working (hybrid)

**Reports to:** Head of Fundraising

**Salary:** £26,000 - £30,000 per annum depending on experience

**Contract Type:** Permanent - Full-time

**Hours:** 37.5 hours per week based around core office hours Monday-Friday, 9:00am-5:00pm, with regular monthly evening meetings and occasional weekend events.

**Application closing date:** 17 August 2025

**Interviews:** 27 August, Second round w/c 1 September

## Who we are

ADSS (Alzheimer's and Dementia Support Services) believes in enabling those who live with dementia to live well. ADSS is Kent's biggest independent charity dedicated to providing support to people affected by dementia. Following a significant expansion in 2022, the team is now supporting more people than ever before. We are currently Kent Charity of the Year and Kent Disability Charity of the Year, and have a proven track record in delivering high impact services.

## Summary of the role

The Individual Giving Fundraiser will be at the heart of our fundraising efforts, driving digital fundraising, managing multi-channel appeals and designing and implementing donor journeys to increase engagement, retention and income.

## Main purpose of job

Working with the Head of Fundraising the Individual Giving Fundraiser will lead on developing and delivering strategies to grow income from individual supporters through acquisition, retention, and stewardship. This role focuses on building long-term, meaningful relationships with donors, delivering compelling fundraising campaigns, and enhancing the donor experience across digital and offline channels.

## The Role Responsibilities

- Maintain and grow ADSS's income from individual supporters with a focus on digital platforms.

- Lead on the delivery of acquisition and retention campaigns and optimising supporter journeys.

#### Fundraising Strategy and Planning:

- Work with the Head of Fundraising to develop and implement comprehensive fundraising strategies, including regular giving, to support ADSS's mission, ensuring alignment with organisational goals.
- Plan and deliver fundraising campaigns and events, including individual giving and online fundraising efforts.
- Develop project plans and assist in setting KPI's.
- Craft compelling appeals that resonate with donors and reflect the organization's mission.
- Analyse campaign performance and adjust strategies for continuous improvement.
- Prepare and present detailed reports on fundraising progress to leadership and maintain an accurate pipeline.
- Monitor expenditure for individual events and campaigns to ensure a profitable return on investment.
- Support the team to identify and develop new revenue streams to increase support for ADSS programmes and services.
- Keep up to date with industry developments to contribute to the overall development of the fundraising department. Continually monitor digital trends and be willing to adapt to this quickly changing area.

#### Donor Cultivation and Stewardship:

- Design and implement donor journeys to increase retention and engagement
- In collaboration with the Communications Team, increase our geographical area of reach and influence, across Kent, to grow our donor base.
- Work with families and the wider ADSS team to support the development of case studies to tell donors the stories of ADSS's work.
- Build and maintain strong, lasting relationships with current and prospective donors, ensuring their continued support.
- Implement strategies for donor recognition and retention, including personalised outreach, acknowledgements, impact reports, and engagement opportunities.
- Develop and maximise communication tools and materials to keep all donors updated with our key messaging and impact.

- Engage with the community through various communication channels, promoting the organisation's mission and fundraising opportunities.
- Manage online platforms and income pages of our website to maximise the potential channels for donation.

#### Corporate and Community Partnerships:

Work with the Corporate and Community Fundraisers to:

- Develop Individual Giving programmes within Corporate and Community partnerships
- Ensure that digital platforms support their efforts to cultivate relationships with local businesses and community groups to secure sponsorships, partnerships, and in-kind donations.
- Engage community leaders and influencers to increase visibility and support for ADSS's fundraising efforts.
- Explore the role of digital platforms in new partnerships to diversify revenue streams and enhance community engagement.

#### Donor Database Management:

- Maintain and update our donor database, ensuring accurate records of donations, communications, and engagement history.
- Analyse one-off and regular giving performance and optimise programmes based on insights
- Manage the Membership recruitment process
- Track progress towards fundraising goals, preparing regular reports for senior leadership and stakeholders.
- Work within GDPR and the Fundraising Code of Practice at all times.

*This job description is not exhaustive and serves only to highlight the main requirements of the post holder. The Chief Executive Officer may stipulate other reasonable requirements.*

#### **THIS POST IS SUBJECT TO A DISCLOSURE AND BARRING SERVICE CHECK**

<b>Person Specification</b>	Essential	Desirable
<b>EXPERIENCE</b>		
Have fundraising or sales experience	✓	
Have experience of managing digital fundraising platforms eg JustGiving	✓	
Experience of meeting income targets	✓	
Experience of In Memory, Legacy, Corporate and/or Community funding campaigns		✓
Strong project/campaign management experience		✓
Have experience of working with volunteers		✓

SKILLS & ABILITIES		
Have great people skills	✓	
Be able to embrace hybrid working	✓	
Have experience of using CRM systems	✓	
Have experience of using Salesforce		✓
An ability to write high impact communications and updates	✓	
A good working knowledge of MS Office 365	✓	
Strong analytical skills – interest and ability to draw insight from data		✓
KNOWLEDGE		
An understanding of dementia, the needs of people with dementia and their carers		✓
Familiarity with a range of modes of online giving and the relevant platforms		✓
Understanding of the Fundraising Regulator Code of Practice.		✓
PERSONAL QUALITIES		
Be a logical, organised planner with a high level of attention to detail	✓	
Able to prioritise work to meet deadlines and targets	✓	
QUALIFICATIONS		
NVQ Level 3 or equivalent experience	✓	
Have a certificate in Fundraising		✓
Full UK Driving License and access to a car	✓	