



SOS CHILDREN'S
VILLAGES
UNITED KINGDOM

Title: Individual Giving Fundraising Acquisition Manager

Reporting To: Director of Individual Giving

Direct Reports: None

Location: Cambridge, CB2 1AB or home based with travel to London and Cambridge as required. Currently homebased as per government Covid-19 guidelines.

Salary: From £31,200 per annum, dependent on experience

Contract: Permanent

Hours: Full time, 35 hours per week

About SOS Children's Villages UK:

SOS Children's Villages is a global charity working to ensure that children everywhere have the right to grow up feeling loved, safe and supported. We work with children and families living through poverty, conflict, man-made and natural disasters to ensure children can have the childhood, and the life, they deserve. And by supporting them to grow into resilient and independent adults who can contribute to their communities, we are helping to bring about positive and lasting change.

SOS Children's Villages UK is part of an international federated structure of 140 local SOS Children's Villages Associations. Together, we work in 136 countries and territories worldwide to ensure that children grow up in a stable environment where they feel loved, safe and supported. Alongside our global reach, we take a local approach. Our programmes are locally planned and run by in-country SOS child-welfare experts. They understand the community because they are a part of it. They are cognizant of local customs, practices and belief-systems because they share them, or live amongst them. and they can help effectively because they have long-established relationships with local and national government bodies, suppliers and community leaders.

SOS UK's values are at the heart of everything we do, and they are:

- **Collaborative:** We work together to sustainably improve the lives of children and families
- **Authentic:** We are open, honest and transparent in everything we do
- **Learning:** We respect diversity, are open-minded, and listen and learn from others
- **Ambitious:** We want to achieve lasting change for children and families.

For more information, please visit www.soschildrensvillages.org.uk (UK office) and www.soschildrensvillages.org (international office).

About the Post:

Reporting to the Director of Individual Giving, the purpose of the role is to acquire cash and committed individual donors to grow the SOS UK supporter base.

This is a critical role to ensure the success of our fundraising activity. You will manage our face-to-face, media buying, creative, and telephone agencies. You will be primarily focused on recruiting new donors and retaining them through the Welcome journey until they fall into a regular

stewardship cycle managed by the Supporter Care team. Further, you will co-ordinate the production of acquisition and welcome fundraising materials, across online and offline channels.

Key responsibilities

- To implement SOS UK's Individual Giving acquisition strategy in order to recruit new supporters.
- Develop the welcome journey to maximise income and reduce attrition of new donors.
- Manage an annual campaign via a telemarketing agency to reactivate lapsed supporters.
- Work with the Communications Department to produce acquisition and welcome fundraising materials.
- Work closely with the Supporter Care Team, to ensure new donors are retained and relationships developed, increasing lifetime value.
- To monitor annual budgets and to help achieve agreed income and expenditure plans.
- To manage, co-ordinate, schedule, and monitor SOS UK's current face to face fundraising activities.
- To develop SOS UK's DRTV, and online fundraising activities (planned for end of 2022/start of 2023).
- To prepare results, analysis, and report on a regular basis on KPIs regarding progress and performance of appeals and other activities.
- Working closely with the communications team, to assist in the development of the website, ensuring relevant sections are updated.
- To ensure that messages, style and tone of fundraising communications are in line with corporate identity and complement existing communications.
- To ensure new donor information is captured accurately, in line with GDPR and to enable good stewardship and development.
- To build beneficial and effective relationships with any external agencies working on behalf of SOS UK i.e. media agencies, creative agencies, F2F Fundraisers.

Other:

- Implement the Equal Opportunities Policy into daily activities.
- To develop professionally through training and guidance.
- Be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC Directives, including reporting any health and safety hazard immediately when you become aware of it.
- Keep abreast of key individual giving trends and issues and the regulatory environment. Ensuring that standards are set, procedures followed, and issues acted upon or communicated to all staff and others as appropriate.
- Ensure the Code of Fundraising Practice is followed, as stipulated by the Fundraising Regulator and best practice is adhered to.
- Understand and follow child safeguarding procedures.
- Undertake any other duties as may reasonably be required in this post.

PERSON SPECIFICATION

Essential:

- Proven experience of individual giving fundraising, preferably in acquisition.
- Experience of negotiating, managing and building relationships with agencies and suppliers.
- Excellent communication skills both written and verbal.
- Excellent data interpretation skills.
- Understanding of audience targeting and analysis.
- Strong organisational skills with ability to manage multiple tasks by prioritising effectively.
- A hands-on approach to all aspects of the job.
- Ability to plan and report on activities.
- Good interpersonal and team working skills, with an ability to work independently.
- Self-starter with an ability to work to targets and deadlines and able to work under pressure.
- Willingness to work flexibly, and occasionally outside normal office hours.
- Computer literate and confident in using all MS Office software.
- Experience in working with CRM systems, such as Salesforce.
- Project management.

Personal Attributes / Qualities:

- Supporter focused.
- Ambitious, innovative, target driven and self-motivated.
- Trustworthy, patient, flexible, enthusiastic and a good relationship builder.
- Open to new ways of working, learning new tasks and skills as required.
- Driven by the desire to give our supporters an excellent experience.

Further information

SOS Children's Villages UK is an equal opportunity employer that is committed to encouraging equality, diversity, and inclusion in the workplace, and eliminating unlawful discrimination within all employment practices within our organisation. Discrimination and harassment of any kind based on any protected characteristic is prohibited, and recruitment decisions are based on experience, qualifications, merit, and business needs at the time.

Upon conditional offers of employment, professional references and a self-declaration & disclosure form are required as part of the safer recruitment procedure in our Safeguarding Policy. A Disclosure and Barring Service (DBS) check will also be required.

To apply:

Please email a copy of your CV and covering letter of no more than 2 A4 pages with the titles "your name cover letter" and "your name CV" to Craig Mullaly, Director of Individual Giving, at careers@sosuk.org

The deadline for applications is 9am Monday 7th March 2022.

Interviews are expected to be conducted virtually via Microsoft Teams in the week commencing 14th March 2022.

Benefits of working at SOS Children's Villages UK

- 25 days annual leave entitlement, plus 8 paid bank holidays and non-bank holiday working days during the office closure between Christmas and New Year are treated as additional paid time off.
- Employee Assistance Programme.
- Cycle to Work Scheme.
- Life Assurance Cover.
- Pension Scheme Membership.
- Contractual sick pay.
- Flexible working.
- Statutory maternity & paternity pay.
- Charity/Volunteer Days a maximum of 2 days per annum.
- Travel loan.
- Sabbatical leave.
- Training & Development policy.

Additional resources

- [SOS Children's Villages UK organogram \(see below\)](#)
- [SOS Children's Villages UK latest Annual Report](#)
- [Why work for SOS UK](#)

ORGANISATION CHART

