



Article

## Individual Giving Manager

NRAS has an exciting opportunity for an Individual Giving Manager as we move into a period of expansion of the team and the start of our new 3 year strategy. The Individual Giving Manager will be responsible for developing and implementing strategies to grow and diversify individual giving income streams. This role will focus on managing and expanding our lottery, regular giving, cash appeals, in memory giving and raffles programs.

[Print](#)

Job title:	Individual Giving Manager
Salary:	£38-40k per annum, depending on exp/skills
Hours:	Full-time (35 hours/week)
Location:	Beechwood Suite 3, Grove Park Industrial Estate, White Waltham, Maidenhead, Berkshire, SL6 3LW. (Hybrid working available)
Reporting to:	Chief Operating Officer
Closing date:	31st March 2025

NRAS has an exciting opportunity for an Individual Giving Manager as we move into a period of expansion of the team and the start of our new 3 year strategy. The Individual Giving Manager will be responsible for developing and implementing strategies to grow and diversify individual giving income streams. This role will focus on managing and expanding our lottery, regular giving, cash appeals, in memory giving and raffles programs.

The National Rheumatoid Arthritis Society (NRAS), is the only organisation in the UK specialising in both rheumatoid arthritis (RA) and juvenile idiopathic arthritis (JIA). Due to its targeted focus on RA and JIA, NRAS provides truly expert and wide-ranging services to support, educate and campaign for people living with these complex autoimmune conditions, their families and the health professionals who treat them.

### Key Responsibilities

1. Lottery Promotion:
  - o Develop and implement strategies to increase lottery participation and income.
  - o Create and monitor a lapsed lottery journey.
  - o Manage relationships with external lottery providers.
  - o Ensure compliance with all relevant regulations and best practices.
  - o Plan and manage raffle campaigns to maximise participation and revenue.

2. Regular Giving:
  - Develop and implement strategies to grow our regular giving program.
  - Manage donor retention and upgrade strategies.
  - Analyse regular giving performance and optimise programmes based on insights.
  - Manage the Membership recruitment process
3. Cash Appeals:
  - Plan and execute cash appeal campaigns, including direct mail and digital appeals.
  - Analyse campaign performance and optimise future appeals based on insights.
  - Collaborate with the communications team to create compelling appeal content.
4. In Memory Giving:
  - Develop and promote in memory giving opportunities.
  - Promote the use of Tribute Funds and other related products.
  - Ongoing stewardship of supporter in-memory.
5. Other Activity:
  - Lead and implement the individual giving donor journey, ensuring a seamless and engaging experience for supporters at all stages.
  - Focus on retention and stewardship by maintaining and deepening relationships with existing donors, ensuring they feel valued and connected to the charity's impact, and encouraging continued support.

## Position in Organisation

The post holder will report to the COO. This role is part of the wider fundraising team.

The post holder will work closely with:

- External fundraising contacts.
- Other charities and health professional organisations.

## Qualifications and Skills

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>• High levels of literacy and numeracy.</li> </ul>	<ul style="list-style-type: none"> <li>• Degree level or equivalent.</li> <li>• Fundraising qualification.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Proven experience in individual giving fundraising, including lottery, cash appeals, in memory giving, raffles, and regular giving.</li> <li>• Strong project management skills with the ability to manage multiple campaigns simultaneously.</li> <li>• Ability to analyse data and use insights to inform plans.</li> <li>• Excellent interpersonal and presentation skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with volunteers.</li> <li>• Understanding of voluntary sector.</li> <li>• Understanding of the health sector.</li> </ul>

Knowledge and Skills	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills.</li> <li>• Proficient use of Microsoft Word; Excel; PowerPoint.</li> <li>• Proficient use of databases and data management.</li> <li>• Knowledge of fundraising regulations and best practices.</li> </ul>	<ul style="list-style-type: none"> <li>• Use of Salesforce database.</li> <li>• Understanding of the health environment.</li> <li>• Understanding of rheumatoid arthritis and its treatment.</li> </ul>
Personal Circumstances & Attributes	<ul style="list-style-type: none"> <li>• Willingness to adapt and learn new skills.</li> <li>• Ability to work under pressure and to deadlines.</li> <li>• Ability to manage competing deadlines.</li> <li>• Highly motivated and results-oriented.</li> <li>• Expectation of planning to be realistic and achievable.</li> <li>• Positive outlook and approach.</li> </ul>	<ul style="list-style-type: none"> <li>• Calm under pressure.</li> <li>• Full driving licence and car owner.</li> </ul>

## Other Responsibilities

### Marketing.

- Work with Communications team, where appropriate, to develop and create compelling cases for support and social media content.

### Other Duties

- Assisting the Fundraising team in supporter care roles when required, including dealing with telephone, post and email enquiries, donation processing, merchandise and event attendance.
- Possible travel throughout the UK, involving some overnight stays.
- Attendance and participation in team meetings.
- Any other duties as requested.

## Representing NRAS

Represent NRAS to external stakeholders, funders and partners promoting it as a respected, trusted and ambitious charity resulting in fruitful and mutually beneficial partnerships, successful funding and effective collaborative working.

NRAS expects all employees to respect the unique contribution of every individual and operates an equal opportunity and diversity policy.

All employees must work responsibly within the health and safety policy of the organisation and ensure they are observing this at all times.

## Benefits

- Competitive salary.
- Generous holiday allowance – 28 days with additional long service accrual.
- Pension scheme.
- Employer Assistance Programme with Health Assured.
- Professional development opportunities.
- Flexible working arrangements.
- Supportive and collaborative work environment.

## How to apply

If you wish to apply, please submit your current CV and a cover letter to [samg@nras.org.uk](mailto:samg@nras.org.uk) using the subject line, 'Individual Giving Manager'. When writing your cover letter, please ensure that you provide specific examples to demonstrate your competencies, achievements and skills addressing the specific criteria set out. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job. Any previous video and design work you can show will also be beneficial.

We believe that diversity drives innovation and success. We are committed to creating an inclusive environment where every team member feels valued and respected.

We welcome candidates of all races, ethnicities, genders, ages, religions, abilities, and sexual orientations. We also encourage applications from individuals with unique perspectives, experiences, and skills. Our goal is to build a workforce that reflects the rich diversity of our community and fosters a culture of inclusion and belonging.

If you are passionate about making a difference and want to be part of a dynamic and supportive team, we would love to hear from you.

For all recruitment applications, the NRAS Applicant Privacy Policy is available in PDF form, if you require a copy please email [samg@nras.org.uk](mailto:samg@nras.org.uk).

## NRAS in 2023

- 0 Helpline enquiries
- 0 Publications sent out
- 0 People reached

This article was downloaded from [www.nras.org.uk](http://www.nras.org.uk). National Rheumatoid Arthritis Society (NRAS) is a registered charity in England and Wales (1134859) and Scotland (SC039721). A private company limited by guarantee. Registered in England and Wales (7127101).