



Job description

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| Title of Post: | Individual Giving Coordinator |
| Contract & hours: | Part-time post 2.5 days (18.5 hours) per week |
| Salary: | £20,400-£24,500 pro rata, depending on experience |
| Reporting to: | Head of Development |
| Created: | August 2017 |

General Information

Reporting to the Head of Development, this is an exciting and important post within Sound and Music's core team, supporting the successful delivery of the development strategy through the launch of a new Individual Giving Programme.

The post holder will support the Head of Development in maximising income from individual givers. The position encompasses all aspects of individual giving including recruitment and retention of regular givers, creating engaging online content, developing bespoke collateral, researching new opportunities and prospective major donors, processing income, and preparing accurate and timely impact reports.

The post holder will also be responsible for developing and implementing an effective stewardship programme and ensuring that Sound and Music maintains excellent relationships with donors.

The Individual Giving Coordinator will be encouraged and given the freedom to identify and implement new methods of donor engagement and improve internal processes that will support this work. The post holder will play a pivotal role in the ongoing development and maintenance of the contact database (which is held on Salesforce) as well as the development of Sound and Music's online giving platform: <http://samgiving.org/>

This role involved working closely with other members of the Sound and Music team, in particular the Communications and Development Coordinator and the Head of Digital, Marketing and Communications.

Key Responsibilities

Income Generation

- Support the Head of Development in the development and delivery of a new Individual Giving Programme
- Project manage delivery of offline/ online appeals from proposing initial concepts, writing briefs, drafting copy and developing collateral through to delivery and post appeal analysis
- Maintain accurate and complete records of donor communications and donations

- Proactively researching and developing new target groups of individual givers to support Sound and Music's work
- Manage supporters by phone, email and letter and e-communications ensuring they receive a high quality, timely response
- Coordinate the maintenance of data for, and mailing of, communications to supporters by post and email and send out letters, invitations, information, fundraising materials and event packs as required
- Work closely with Communications and Development Coordinator to create and monitor and analyse online fundraising activity
- Support the Head of Development and Head of Digital, Marketing and Communications to devise strategies for development presence in all relevant communications and marketing activity including across Sound and Music's website and digital platforms
- Work with the Head of Development to identify any issues with internal systems including Salesforce and proactively seek ways in which processes can be improved
- Keep abreast of trends in and look for opportunities to test innovative fundraising activity, in particular in the digital/social media space
- To engage with and support the wider team with Individual Giving activity across our programmes and activity
- To undertake all other reasonable activity requested by the Head of Development

Skills, Knowledge and Qualities

Essential

- Experience of administering Individual Giving programmes
- Strong copywriting skills and ability to work with a high degree of accuracy
- Experience in organising and maintaining contact databases
- Excellent interpersonal skills
- Confident and an excellent communicator, verbally and in writing to a variety of audiences
- Ability to prioritise and work to deadlines
- Meticulous organisational skills
- A highly motivated individual who is able to work well on their own initiative as well as part of a team
- Computer literate with confidence in using MS office applications
- A commitment to equal opportunities and diversity

Desirable

- Hands on experience in delivering an Individual Giving campaign
- Research and data analysis skills
- Knowledge of digital platforms, e-communications and social media engagement
- Experience of using customer relationship databases

Qualities

- A passion for and knowledge of the contemporary arts
- The ability to prioritise and work under pressure within a busy office environment
- To be a flexible, credible and proactive team player
- Strategic and analytical thinker
- Demonstrates initiative and personal leadership
- "Can do" positive attitude towards work and tasks
- Able to use initiative and generate ideas

Common requirements for all posts

- Be a creative contributor to the development of the organisation and its relationship to the sector
 - Take a flexible approach to work and to be willing to undertake other duties as reasonably requested
 - Be an active and positive advocate for Sound and Music on a day to day basis and at events (as required)
 - Contribute to the organisation's understanding of diversity and its implications for the arts and informs all the organisation's decision-making
 - Ensure adherence (at all levels) to the organisation's required policies and procedures with particular reference to Employment Rights, Equal Opportunities and Health and Safety and other statutory requirements
 - Lead by example by exemplifying the values of the organisation and adopting quality internal processes which adhere to agreed procedures and are compliant with good governance as set by the Board
 - Feel ownership of the website and take responsibility for generating and servicing content where it relates to your area of work
 - Provide excellent customer service in dealings with the public and Sound and Music's community
 - Work in the best interests of artists, arts organisations and audiences throughout the country
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