



Individual Giving Manager - Maternity Cover

£34,871 FTE pro rata (0.4 FTE - 2 days a week – hours can be flexible) + 6% employer and 4% employee pension contribution. We are a workers' cooperative which means we are dedicated to equality reflected by our equal pay policy across the team. Holiday is calculated at 33 days FTE (including bank holidays).

Either remote/home based or office working, based in Bristol. We can be flexible for the right person.

Labour Behind the Label (LBL) supports garment workers' efforts worldwide to improve their working conditions, wages, and ensure their basic rights are respected. We do this through lobbying retailers, brands and political leaders; raising public awareness; promoting campaign action; and exploring legal possibilities for improving conditions.

For more information please see www.labourbehindthelabel.org

Your role

LBL is seeking a highly motivated and experienced Individual Giving Fundraiser to plan, deliver, monitor and evaluate an ambitious and effective individual giving programme for individual donations, cash appeals and regular giving. You will be responsible for the coordination of these areas of fundraising across multiple channels, as well as the administration and stewardship required to ensure engaging supporter journeys.

The successful candidate is likely to bring a strong understanding of the latest digital trends and demonstrate creative and technical skills to deliver a digital fundraising strategy. You will be able to demonstrate a strong track record of boosting individual giving for small organisations and have a particular flair for digital fundraising. Digital fundraising has become a focus for LBL's recent fundraising success and you'll collaborate with the team to optimise lifetime value from potential and current supporters. You will feel comfortable handling large data sets and feel confident knowing how to make the most of data. You will be results driven and enjoy analysing your fundraising campaigns to ensure maximum success for the next.

How to apply

Please apply by email to Caroline Lewis on caroline@labourbehindthelabel.org. The application should include:

- A covering letter explaining why you're interested in the role and how you meet the person specification, giving examples where possible. Thursdays are our core day and you will be required to work at least half a day on this day.
- Your CV

Closing date for applications is Sunday 26th September (midnight).

We recognise that there are several communities under-represented in our team at present, including but not limited to, people from Black, Asian and Minority Ethnic (BAME) backgrounds, trans and non-binary people and people with disabilities. As a course of positive action to improve representation in our team, we actively encourage applications from these under-represented groups.

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Job description

Fundraising

- Develop and implement LBL's individual giving fundraising strategy (including one off, cash appeals and regular giving)
- Be responsible for driving up overall regular giving numbers
- Identify new ways to ask for funds; plan, implement and evaluate
- Manage the end of year Big Give appeal
- Manage the Six Items Challenge and Bath Half Marathon
- Be the first point of contact for supporters – send out materials if required and build relationships
- Create FB ads where appropriate

Communications

- Develop an appropriate supporter journey based on the giving level and nurture each group accordingly
- Create social media assets for fundraising using Canva
- Social media use and update the website (including fundraising pages/posts and donation forms)

Database Management

- Manage the organisation's database (we are currently transitioning from eTapestry to Beacon + Mailchimp)
- Take a lead on ensuring data is properly processed, clean and useful for the team

- Manage data entry and updates on our CRM database to maintain up to date records on supporter contact information, attributes, relationships and donations

Other tasks

- Participate in team meetings
- Organisational management tasks as appropriate
- Represent LBL at meetings and events

Person specification

Applicants are encouraged to include examples from previous employment, as well as voluntary experience to demonstrate that they meet the criteria below.

Essential

- Proven ability and experience of developing and managing successful individual fundraising campaigns and evaluating their success
- Experience of engaging and growing supporter networks and increasing income
- Excellent communication skills and a demonstrable ability to create content for varied audiences including supporters and one off/regular givers
- A self-starter who manages their own time and workload independently and copes well under pressure, including working in a non-hierarchical environment
- Confident working across the organisation to build strong and effective fundraising campaigns that achieve results
- Confidence in using IT and database systems, including a variety of social media platforms, WordPress, Office, eTapestry, Beacon and Mailchimp
- Skills in content creation and using software such as Canva to create impactful designs for converting supporters to donors
- Knowledge of some or all of the following: labour rights, women's rights, human rights, economics or international development issues

Desirable

- Experience of working within a co-operative structure and/or small organisation