

Individual Giving Manager

Leeds (Hybrid or fully remote)

£42,000 per annum

37 Hours a week Full time – part time or condensed hours considered

Permanent

Heart Research UK is a national charity working to prevent, treat and cure heart diseases through research, education and community support. Every 5 minutes, someone dies from heart diseases in the UK, and they are determined to change this.

Public donations help fund lifesaving medical research, develop new treatments and support people across the UK to keep their hearts healthy. Now in the second year of their five-year strategy, they have ambitious plans to grow their income and make an even bigger difference.

We are looking for an experienced Individual Giving Manager to lead the development of their Individual Giving programme. With a proven track record in donor acquisition, supporter development and retention, you'll have the opportunity to shape a programme with significant growth potential.

The Role

Reporting to the Director of Income Generation, you will develop and deliver the Individual Giving strategy, driving sustainable income growth and strengthening supporter relationships.

Key responsibilities include:

- Developing and delivering the Individual Giving strategy in line with wider fundraising and organisational objectives.
- Leading donor acquisition across digital and offline channels, including paid social, search, email, direct mail, DRTV, lottery, face-to-face and telemarketing.
- Identifying new products and propositions that meet supporter needs and generate sustainable income.
- Using data, audience insight and modelling to inform investment, testing and optimisation.
- Developing supporter journeys to maximise engagement, retention and lifetime value.
- Managing agency and supplier relationships to ensure maximum value from investment.
- Working collaboratively across fundraising, communications and data teams to deliver successful campaigns.
- Managing budgets, forecasts and financial performance.
- Ensuring activity complies with relevant legislation, GDPR, the Fundraising Code of Practice and Heart Research UK policies.

The Person

You'll be an experienced Individual Giving professional with significant experience of managing and growing Individual Giving programmes, and a strong track record of successful donor acquisition across multiple channels.

You will have:

- Strong knowledge of Individual Giving best practice across acquisition and retention.
- Experience using data, insight and analysis to shape strategy and investment decisions.
- Confidence working with metrics such as ROI, CPA, CPL, attrition and lifetime value, ideally with experience of test-and-learn programmes.
- Experience managing fundraising agencies and external suppliers.
- Excellent project, campaign, communication and stakeholder management skills.
- A good understanding of fundraising legislation and regulatory requirements, including GDPR and the Fundraising Code of Practice.
- The ability to manage multiple priorities while working both collaboratively and independently.

Most importantly, you'll be passionate about building meaningful, long-lasting supporter relationships, motivated by continuous improvement and excited by the opportunity to contribute to ambitious income growth.

Why Heart Research UK?

This is an exciting time to join their growing team of 44 people. They offer a collaborative and supportive culture, with a clear ambition to achieve long-term, sustainable income growth.

The role can be based from the Leeds office on a hybrid basis or worked fully remotely, with colleagues working flexibly across locations.

Benefits include:

- 22 days' annual leave, rising to 27 days after 5 years, plus bank holidays.
- Office closure for the 3 working days between Christmas and New Year.
- Opportunity to buy and sell annual leave.
- Pension scheme with employer contributions starting at 3%, with enhanced schemes after 2 and 4 years.
- 20 minutes of exercise time three times a week, separate from your lunch break.
- Quarterly wellbeing sessions and health checks.
- Bike to Work scheme.
- Free access to an independent financial adviser.
- Reimbursement of eye test costs.
- Staff training budget for professional and career development.

- Membership of Fundraising Everywhere, providing access to additional fundraising training and development.

If you're an experienced Individual Giving professional looking for an opportunity to shape strategy, drive sustainable income growth and make a genuine difference to people affected by heart disease, we'd love to hear from you.

Apply here, or **get in contact with Leanne or Jen at Charity Horizons for more information:**

Leanne – 07799465697 / leanne@charityhorizons.co.uk

Jen – 07341 219640 / jen@charityhorizons.co.uk

Please note: If you would like to submit an application or express your interest in an alternative format such as audio or video upload, or require any adaptations for your initial engagement with us, please contact either Jen or Leanne who will be happy to advise on this.

Please also be aware that we use anonymous recruitment methods when submitting shortlists for all our roles and we only work with organisations that are happy to engage with us in this way.

Charity Horizons is an equal opportunities employer and as such actively promotes equality, diversity and inclusion in the workplace. We welcome and encourage applications from all suitable candidates irrespective of age, disability, hidden disability, race or national origin, religion or belief, gender, gender expression, political view, sexual orientation, medical condition and pregnancy.