



Key responsibilities

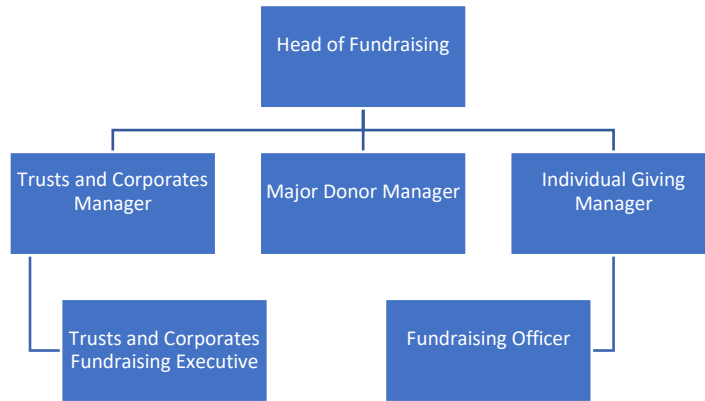
- Manage the production of two warm appeals and two print newsletters a year, working to an existing schedule - utilising and managing experienced freelancers
- Oversee the Charity's three annual insert campaigns, working with a media buyer to ensure successful delivery of these campaigns
- Develop, test and implement other acquisition methods and income streams to support the Individual Giving Programme
- Analyse and report on campaign results, to inform future decision making
- Oversee the delivery of high-quality supporter care at Book Aid International, managing the Fundraising Officer
- Monitor and report on project income and expenditure budgets
- Keep up to date with all fundraising guidelines, regulations and best practice and apply them to all fundraising activities at Book Aid International.

Requirements for the role

- Demonstrable experience managing an Individual Giving Programme (or significant elements of one) including successful delivery of acquisition and retention campaigns through a wide range of on- and off-line channels
- Experience of developing and managing, from concept through to completion, designed materials with multiple internal and external stakeholders
- Experience using data for campaign delivery. Experience analysing data to inform strategic decision making
- Proven success at using copywriting techniques to find fresh and engaging ways to communicate with a range of audiences through multiple channels
- In-depth theoretical and practical knowledge of regulatory requirements and best practice in the third sector including the principles of Direct Marketing and GDPR
- In-depth knowledge and ability to use the advanced functionality of CRM databases preferably RE7 or RE NXT
- Good numeracy and budgeting skills
- Demonstrably very strong written and verbal English
- Aptitude to uphold the Values of Book Aid International.

About the team

The Fundraising Team supports a diverse range of income streams including Individual Giving, Trusts & Foundations, Corporates, and Major Donors. The Individual Giving Manager takes ownership of and supports Book Aid International's Individual Giving income and relationships. The Team is managed by Book Aid International's Head of Fundraising.



Terms and benefits

Contract	Permanent, full-time contract
Working hours	35 hours per week
Place of work	Hybrid – Camberwell office / home working
Annual leave entitlement	25 days per annum + bank holidays
Salary range	c. £43,000 depending on experience
Benefits	Flexible working policy, generous pension contribution - up to 8% employer contribution, good training and development budget, life assurance, Employee Assistance Programme, potential for travel within the role.