

# Individual Giving Executive



## ROLE DESCRIPTION

### GRADE

Grade 4  
£27,116-32,344

### LOCATION

Flexible with blend of office and homeworking. University base is at Sighthill Campus, Edinburgh

### LINE MANAGER

Database, Operations and Insights Manager

## ROLE SUMMARY

This newly created role is part of the Edinburgh Napier Development and Alumni Relations team that sits within the wider University's Marketing and External Relations department. This role will report to the Operations Manager and is an integral part of the Development and Alumni team supporting the delivery of the department's fundraising programme to develop, deliver and grow a pipeline of individual giving income and prospects.

The role will create and deliver engaging fundraising plans which will include regular giving initiatives along with the annual appeal to grow income across individual giving, legacy, regular donors and crowdfunding.

The role will have a strong focus on executing fundraising appeals which involves working closely with the fundraising, alumni and marketing teams as well as external partners to deliver direct mail requirements and manage our donation process through various platforms.

This role will be responsible for designing and implementing stewardship plans to enhance the overall supporter experience and donor journey.

### LINE MANAGEMENT RESPONSIBILITY FOR:

This role does not have any line management responsibilities currently

## MAIN DUTIES AND RESPONSIBILITIES

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- Develop and deliver captivating engagement plans to motivate individuals to regularly give to Edinburgh Napier University
- Recruitment of new donors through creative and compelling campaigns
- Source stories and draft content for all associated communications to use for internal and external purposes
- Plan and execute stewardship and recognition programmes for regular donors through various means such as e-mail, social media, telephone and mail
- Long term planning to upgrade existing regular donors to a higher value of regular gift
- Initiate crowdfunding facility for both students and staff
- Work closely with various teams to deliver digital fundraising initiatives including email fundraising and input into online giving
- Work with a variety of external suppliers including direct mail specialists to deliver and negotiate the best results for donor recruitment and development activity
- Assist with administration of letters and correspondence for associated campaigns and liaise directly with donors to support them in making donations
- Advise on likely fundraising or reputational risks of proposed courses of action
- Develop and maintain an up-to-date knowledge of higher education in general and a good understanding and knowledge of professional practice in fundraising, including legacies and other tax-efficient giving both in the UK and other countries
- Attend and assist with events
- Prepare reports as and when required for trustee and department meetings
- To meet the agreed targets for individual giving and ensure the CRM database is updated, ensuring that all research, contacts and progress are recorded and an accurate list of prospects are maintained
- Utilise donor data, working alongside the Operations Manager, to produce in-depth analysis of appeals and supporters to deliver the best donor stewardship
- To carry out other tasks in support of the development and alumni team as required
- Role model the [University's values & behaviours](#)
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).



## PERSON SPECIFICATION

ESSENTIAL

DESIRABLE

### EDUCATION / QUALIFICATIONS

- A degree or equivalent professional experience demonstrating success in delivering a similar role to this post.



### SKILLS / EXPERIENCE

- Proven experience of working in a results-oriented environment e.g fundraising, sales, marketing
- Experience of stewarding and cultivating relationships with donors
- Experience of producing reports, proposals, or publicity materials to a high standard of presentation
- Proficient in use of Microsoft Office products – specifically Word, Excel, PowerPoint and Outlook
- Proven ability to collaborative working, building and maintaining good working relationships with internal and external stakeholders
- Experience working in a busy office environment, with ability to prioritise work and meet deadlines
- Excellent copy writing skills and a track record of developing supporter focused content
- Proven ability to develop strong relationships and to solicit gifts from individuals
- Excellent written, oral and social media communication skills
- Ability to problem solve and find creative solutions
- Strong project management and organisational skills
- Proactive and positive approach, a willingness to take the lead in supporting the individual giving strategy
- Experience of working within the Higher Education sector and/or a membership-based organisation





	ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> <li>• Knowledge of Raiser’s Edge CRM and Netcommunity</li> </ul>		
<ul style="list-style-type: none"> <li>• Experience of working with a diverse range of colleagues within a large and complex organisation</li> </ul>		
<ul style="list-style-type: none"> <li>• Understanding of Higher education institutions, alumni engagement environment</li> </ul>		
<ul style="list-style-type: none"> <li>• Enthusiastic, highly self-motivated and ability to manage several projects at one time</li> </ul>		
<ul style="list-style-type: none"> <li>• The ability to work under pressure and to deadlines</li> </ul>		

