



Job Description

Job Title: Individual Giving & Supporter Care Manager

Reporting to:	Deputy Director of Fundraising
Direct Reports:	Supporter Care Officer and Income Processing Assistant
Salary:	£48,524
Location	Two-three days per week in the office at 175 St John Street, London, EC1V 4LW
Hours & Basis:	Full time, flexible working considered

About this role:

At a time when demand for children's mental health support continues to grow, joining our dynamic organisation offers a meaningful opportunity to make a real and lasting difference to children's futures. Place2Be must raise £10M in voluntary income in 26/27 and our Individual Giving and Supporter Care programme is key to enabling Place2Be to achieve its mission.

As Individual & Supporter Care Manager at Place2Be (within a Fundraising Team of 27), you will play a significant part in the Individual Giving and Philanthropy & Special Events team, in a busy and varied role. The Individual Giving and Supporter Care team consists of the Individual & Supporter Care Manager, a Supporter Care Officer and an Income Processing Assistant, and sits alongside the Philanthropy and Special Events team under the leadership of the Deputy Director of Fundraising.

We are seeking a dynamic and experienced Individual Giving & Supporter Care Manager to lead the development and delivery of our Individual Giving & Supporter Care programme, to include 2-3 appeals each year, delivery of our annual supporter magazine, legacy and in-memory income, income processing and ensuring that our supporters are being looked after in the best possible way.

This role is pivotal in engaging supporters, raising vital income and enhancing our organisation's profile through exceptional communications. You will work closely with colleagues across Fundraising, Communications, Finance and Operations to deliver strategic, creative and impactful communications that inspire and connect with our supporters and the general public. With a strong understanding of donor engagement, acquisition and retention, you will drive income growth through this programme.

This is an exciting opportunity for a confident and collaborative fundraiser with a passion for outstanding communications and attention to detail to make a significant contribution to our mission.

Key Responsibilities:

The Individual Giving & Supporter Care Manager will lead the development and delivery of Place2Be's individual giving and supporter care programme, focusing on growing and retaining the number of supporters who give under £5,000 annually. The postholder will plan and deliver multi-channel campaigns, strengthen donor journeys, oversee supporter care activity and ensure an excellent experience for every individual donor, helping to drive sustainable income and deepen engagement.

Individual Giving

Strategy and Planning

- Develop and deliver Place2Be's Individual Giving strategy to grow sustainable income across cash, regular giving and in-memory/legacy programmes
- Use data insights to understand our audience's motivations, segment audiences and optimise donor journeys
- Plan and manage annual appeals and campaigns across multiple channels (digital, direct mail, email, social, telemarketing as appropriate)

Campaign Delivery

- Oversee creative development, content, and production of fundraising campaigns, building relationships and working cross-organisationally to identify fundraising propositions and shopping list items, and collate case studies to develop compelling and relevant copy
- Manage external agencies and freelancers
- Test and refine propositions to improve response rates in order to grow the supporter base, ROI and to achieve income growth

Performance and Insight

- Monitor KPIs, track income and analyse results to inform future activity
- Produce reporting for senior leadership at Place2Be
- Ensure data-driven decisions through robust testing and optimisation
- Achieve KPIs and income targets related to this income stream

Donor Stewardship

- Think proactively and creatively to maximise opportunities for stewardship, working collaboratively with Fundraising colleagues to ensure they are maximising opportunities from all income channels, converting supporters to and from the Individual Giving supporter journey as appropriate
- Develop stewardship journeys that deepen engagement and improve retention to increase income and lifetime value
- Champion donor experience and supporter-centric communication

Budget and Compliance

- Support the Deputy Director of Fundraising with budgeting and forecasting for the programme
- Maximise opportunities for pro bono support where possible
- Ensure compliance with fundraising regulation and data protection

Supporter Care

Supporter Experience

- Lead the delivery of a high-quality supporter care function
- Ensure timely, accurate responses to supporter enquiries via phone, email and post

- Support the team to maintain a warm, helpful and service-focused supporter experience

Team Leadership

- Manage, coach and support the Supporter Care Officer and Income Processing Assistant, ensuring they meet their individual objectives, develop and grow in their roles, are motivated, well supported and high performing
- Ensure SLAs and quality standards are met

Process and Systems

- Oversee the processing of donations, setting up of regular gifts and updating of supporter records
- Work with CRM team to improve data accuracy and supporter journey workflows
- Drive improvements to supporter care processes and systems

Compliance and Risk

- Ensure compliance with fundraising regulation, Gift Aid and data protection
- Manage complaints and escalate issues appropriately

Insight and Reporting

- Monitor supporter feedback and identify trends
- Provide regular reporting on volumes, satisfaction and performance
- Feed supporter insight back to fundraising teams to improve retention and experience

What you will need:

We are looking for a confident and proactive individual giving professional with excellent organisational, communication and creative skills. To be successful as the Individual Giving Manager, you will bring creativity, strategic thinking, and a passion for delivering exceptional supporter experience and stewardship to inspire and engage supporters. You will be comfortable managing complex projects, working collaboratively across teams, and representing Place2Be with professionalism and warmth.

We are looking for someone who has:

- Proven experience in planning and delivering a successful individual giving programme (direct mail and digital) and providing and/or managing supporter care across a wider team*
- Excellent project management skills with the ability to manage multiple priorities and deadlines*
- Proven track record of developing funding propositions and creative initiatives, testing and delivering direct marketing campaigns/appeals resulting in income growth*
- Experience of using a CRM system for the purposes and benefit of an Individual Giving and Supporter Care programme (including overseeing income processing), using data for gaining insights and analysing results*
- Ability to work collaboratively across teams and build effective working relationships
- Great attention to detail and commitment to delivering high-quality customer care
- Experience of managing budgets and achieving financial targets

You should also bring:

- Experience of line management with demonstrable commitment to staff development and progression
- A proactive and flexible approach, with a problem-solving mindset.
- Strong interpersonal and communication skills, with confidence in engaging stakeholders
- Knowledge of the charity sector and supporter engagement strategies and a proactive approach to staying up to date with sector developments and emerging initiatives in your field
- Understanding of GDPR and data protection in relation to individual giving programmes

- A strong commitment to our values and the ability to demonstrate these in your work: Perseverance, Integrity, Creativity and Compassion <https://www.place2be.org.uk/about-us/our-work/our-mission-vision-and-values/>.

