

JOB DESCRIPTION | DONATIONS MANAGER

1. **Official Job title:** Donations Manager

2. **Department:** Donations

3. **Responsible to:** CEO

4. **Hours:** 40 hours per week (Mon – Fri).

****Must be flexible with willingness to work weekends, evenings and during campaigns and busy periods.**

5. **Purpose:** To provide administrative and strategic development to aid the process of donor care management. The successful candidate will be expected to establish a framework of operations, standards and processes that facilitate a streamline process of donation processing and donor care management. Additionally to be responsible for giving financial and statistical clarity on income amounts and donation trends periodically with a heavy focus on data analytics. The aim is to lead the department in maintaining donors, nurturing the donor's ongoing support, building trust and rapport and providing insights to help the fundraising and marketing endeavours and ultimately drive business decisions.

6. Core Areas of work

- Build the departmental strategy & Establish a framework of operations, standards and processes.
- Develop and maintain all administration and processing systems and policies within the Donations Department to ensure a streamline and automated process.
- Optimise Human Aid's CRM (Currently Salesforce) to effectively feed into all departmental processes and requirements
- Research, develop and Implement an effective donor journey strategy.
- Responsible for all donation processing and reporting
- Manage all external donation/giving platforms and support the creation of and management of an internal donation platform.
- Responsible for developing and executing our feedback framework to ensure all donors and stakeholders are receiving feedback.
- Use the appropriate software and tools to collate, analyse and transform donation/income data into statistical insights, that will form and drive strategic business decisions.

7. General Areas of work

- To identify the best ways to generate more income from our donor base. This includes bringing back drop outs, upselling, running new campaigns, increasing engagement, etc.
- To continually identify new ways of improving the donor relationship and income generation
- Follow up on post event pledges to secure income and to continually look for ways to improve our system for retrieving pledges
- Maintaining electronic and paper filing systems for all donors in line with industry practice, Data Protection act and GDPR compliance.
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- Supporting Departmental Managers in preparing update reports and providing insight into the departments' performance and processes
- Manage all data sections, imports and exports in out of the CRM system
- Develop, revise and review the DMS operation workflow and process regularly.
- Assist in the planning and managing of fundraising functions and events, including post-event activities and donor follow-up.
- To produce reports, presentations and spreadsheets as and when required.
- To attend, promote & raise funds for Human Aid at events.
- To maintain confidentiality in line with organisational policy in relation to service users, staff and donor sensitive information whilst adhering and enforcing data protection.
- To ensure that all processes relating to incoming donations (telephone, web, cheque & cash donations) are in line with Human Aid policies and procedures
- Support finance department with all stages related to Gift Aid applications, ensuring we meet HMRC requirements.
- To identify donation trends on a regular basis and inform management of these trends
- Conduct and utilise supporter feedback surveys and activity data to identify issues or problems and design and implement changes to address these.
- To administer all event collections and to ensure that money is counted and banked accurately and all correspondence is sent to relevant parties.
- Support the Fundraising and Marketing activities during busy campaign periods
- Take a lead role in managing call centres during TV live appeals.
- Provide direction to department staff and volunteers, inspiring them to perform and achieve the organisation's targets and goals.
- Meeting with other departments to ensure there is work synergy, collaboration and problem solving actively taking place.

PERSON SPECIFICATION | DONATIONS MANAGER

It is essential that the post holder shows a good understanding of and shares the Human Aid values and principles as well as commitment to Human Aid vision and mission. This section details the requirements of the role in the following areas:

Qualification

- Educated to A-level Standard (essential)
- Degree in relevant field or equivalent by experience (Desirable)

Experience

- Experience in the charity sector. (essential)
- Experience of general administration (essential)
- Demonstrated experience in setting up policies/procedures/systems for a charity to streamline donations from donors. (essential)
- Experience in interpreting and producing financial reports from various donation portals (essential)
- Experience in Gift Aid submissions to HMRC (desirable)
- Experience of processing a credit card, cash, cheque and web donations (desirable)
- Experience of donor/customer relationship management. (essential)
- Experience of working in a humanitarian support organisation. (desirable)
- Experience of using various donor care managements systems e.g. Salesforce, Raisers Edge and others (essential)

Skills

- Good communication and interpersonal skills (essential)
- Good organisational and effective time management skills (essential)
- Good ICT skills including software packages e.g. Office 365 (essential)
- Good understanding of the Sage package (desirable)
- Strong analytical skills - Excellent data/financial recording and reporting skills, including accuracy and attention to detail (essential)
- Confidence to represent the charity at events and on other occasions (desirable)

Knowledge

- Knowledge of Donor trends and preferences. (essential)
- Knowledge of office systems and practice (essential)
- Knowledge of the Islamic community and sensitivities.(essential)
- Knowledge of the religious seasons and various types of nuances around the donations (essential)
- Understanding of tax efficient giving i.e. Gift Aid etc (Essential)
- Knowledge of CRM systems (Essential)

- Awareness of Charities Act, Data Protection Act and good practice in relation to fundraising. (desirable)
- Knowledge of Charity commission and HMRC codes of practice relating to Donor Care Management Systems. (desirable)

Behaviour

- Uphold the Fundamental Principles and act with integrity and in accordance with Human Aid UK ethos (essential)
- Recognise the implications of working within a charity and a voluntary organisation (desirable)
- Take responsibility for own decisions and actions (essential)
- Demonstrate flexibility and open mindedness (essential)

Ability

- Ability to adapt quickly to changing deadlines and priorities (essential)
- Ability to work under pressure and work on own initiative (essential)
- Ability to work effectively within a team environment (essential)
- Ability to work unsociable hours during peak campaigns. (essential)
- Ability to communicate in Arabic/Urdu/Punjabi/Bangla (desirable)
- Ability to thrive in a pressurised environment (Essential)
- Self-motivated and able to carry out repetitive work (essential)

Other:

- Clean Driving License (Desirable)