

Dear applicant

**Application for the post of Individual Giving Manager – 35 hours per week for 12 months**

Thank you for the interest you have shown in the above post. In this pack you will find:

- application form
- job description
- person specification
- equal opportunities monitoring form
- declaration of criminal records form
- additional information
- George House Trust's Values, Vision & Mission Statement

If you require the application pack, or any of our other materials, in a different format to support your ability to make an application please contact us.

All applications must reach us by **17:00** on **Wednesday 7<sup>th</sup> December 2016**

Interviews will take place week commencing **Monday 12<sup>th</sup> December 2016**

Regrettably we are unable to contact unsuccessful applicants.

If you would like further information, please contact the office on 0161 274 4499.

Please send your ALL completed forms by email to:

**samuel@ght.org.uk**

or by post to:

APPLICATIONS, GEORGE HOUSE TRUST  
77 ARDWICK GREEN NORTH  
MANCHESTER M12 6FX

Many thanks for your interest in George House Trust.

Yours sincerely

Steph Mallas  
**Joint Chief Executive**

## **Job Description**

<b>Job Title:</b>	Individual Giving Manager
<b>Fixed term contract:</b>	35 hours per week for 12 months
<b>Location:</b>	Manchester
<b>Responsible for:</b>	Small team of community fundraising volunteers
<b>Accountable to:</b>	Joint Chief Executive (RR)

### **Key Duties and Responsibilities**

#### **1. Detailed delivery strategy – Individual Giving Strategy**

- i)** Prepare a detailed strategy for the campaign, and implement an agreed donor recruitment strategy including running a new campaign from end to end.
- ii)** Design and implement an agreed digital fundraising strategy including the identification of key social media networks & platforms to reach the target audience.

#### **2. Campaign Management**

- i)** Plan and implement a new campaign targeted at recruiting new supporters
- ii)** Be responsible for the selection of materials and resources required for the campaign, ensuring that expenditure remains within budget
- iii)** Coordinate with 3<sup>rd</sup> party suppliers and agencies as required
- iv)** Prepare a detailed plan to launch the campaign and ensuring target audiences are reached
- v)** Ensure that the campaign meets agreed income targets

#### **3. Audience**

- i)** Review the knowledge base held at George House Trust regarding the LGBT community in Greater Manchester
- ii)** Establish and maintain links with George House Trust's Ambassadors.
- iii)** Establish and maintain links with key LGBT networks in Greater Manchester
- iv)** Establish and maintain links with corporate LGBT networks within Greater Manchester.

#### **4. Supporter Care**

- i)** Advise on the most effective ways to nurture relationships with donors within the limitations of George House Trust's resources
- ii)** Plan, develop and implement a donor journey strategy to maximise ongoing support and income

#### **5. Capacity Building**

Advise on how to build capacity within George House Trust so that the first year of the Individual Giving Campaign creates a sustainable platform for future years.

## **6. Community Fundraising**

- i)** Oversee a programme of community fundraising events, primarily within businesses in the Gay Village and LGBT corporate networks.
- ii)** Provide guidance to a small team of experienced fundraising volunteers.

## **7. Database management**

Effectively manage and utilize donor information held on George House Trust's Civi CRM system.

## **General responsibilities**

- 8.** To participate in management team meetings and act in accordance with agreed office practices.
- 9.** To carry out tasks in line with George House Trust policies and to uphold these at all times, paying particular attention to health and safety, confidentiality and equal opportunities.
- 10.** To uphold and embody George House Trust's values at all times.
- 11.** To attend Trustee meetings and marketing and fundraising sub-committee meetings as required.
- 12.** To carry out other work, appropriate to the level and nature of the post, as agreed by the organisation in response to changing needs and circumstances.

**Please note that the nature of this work will require evening and weekend work.**

## **Terms and Conditions**

George House Trust terms and conditions apply.

## **Salary**

£30,000 p.a.

## **Hours**

35 hours per week for 12 months

## Person Specification

**Job Title: Individual Giving Manager**

<b>CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>HOW ASSESSED</b>
<b>KNOWLEDGE/ QUALIFICATIONS</b>			
<ul style="list-style-type: none"> <li>▪ Excellent knowledge of Individual Giving campaign development, implementation and delivery</li> </ul>	√		Application form Interview
<ul style="list-style-type: none"> <li>▪ Good knowledge of tax effective giving methods</li> </ul>	√		Application form Interview
<ul style="list-style-type: none"> <li>▪ Demonstrable experience and understanding of managing donor relations</li> </ul>	√		Application form Interview
<ul style="list-style-type: none"> <li>▪ Knowledge of the LGBT community</li> </ul>		√	Application form Interview
<b>EXPERIENCE</b>			
<ul style="list-style-type: none"> <li>▪ Proven successful track record in designing and delivering successful individual giving campaigns</li> </ul>	√		Application Form Interview
<ul style="list-style-type: none"> <li>▪ Experience of capacity building around fundraising, and individual giving in particular</li> </ul>		√	Application Form
<ul style="list-style-type: none"> <li>▪ Experience of community fundraising</li> </ul>	√		Application form and Interview
<b>SKILLS &amp; ABILITIES</b>			
<ul style="list-style-type: none"> <li>▪ Strong interpersonal skills with the ability to build strong relationships both internally and externally</li> </ul>	√		Interview

<ul style="list-style-type: none"> <li>▪ Excellent verbal and written communication and highly numerate to interpret complex data</li> </ul>	✓		Application form
<ul style="list-style-type: none"> <li>▪ A proven ability to distil complex information and convey ideas to a range of stakeholders</li> </ul>	✓		Application form Interview
<ul style="list-style-type: none"> <li>▪ Excellent IT, administration and database management skills</li> </ul>	✓		Application form
<b>PERSONAL ATTRIBUTES</b>			
<ul style="list-style-type: none"> <li>▪ A natural self-starter interested in new ideas and demonstrating originality in your approach</li> </ul>	✓		Application Form Interview
<ul style="list-style-type: none"> <li>▪ Enthusiasm and demonstrable interest in the work of George House Trust</li> </ul>	✓		Application Form Interview
<ul style="list-style-type: none"> <li>▪ Understanding of the need to work as part of a team and to be supportive to colleagues</li> </ul>	✓		Application Form
<ul style="list-style-type: none"> <li>▪ Willingness and ability to carry out all tasks in line with George House Trust policies and to uphold these at all times</li> </ul>	✓		Application Form

## **Additional Information**

George House Trust is the HIV voluntary organisation for the North West of England. We exist to support adults who are living with or affected by HIV.

At present we are supporting over 2000 people per year, making us the largest HIV support charity outside London.

We were founded in 1985 as "Manchester AIDSLine" and are the UK's second oldest HIV charity (after the Terrence Higgins Trust).

We have a long record of campaigning and lobbying to secure the best possible quality of life for all people with HIV and to challenge discrimination against people with HIV.

The support we offer includes: one to one advice, information and support, treatment advice, volunteer community support, financial support, special courses and events, and peer support group spaces.

Our income comes from a variety of sources: local Government, central Government, charitable trusts, lottery distribution bodies, fundraising, donations and earned trading income. We have a robust income strategy in place, which is reviewed and monitored bi-monthly.

We have PQASSO Level 2 – a quality assurance standard.

### *Employment at George House Trust:*

We currently employ 16 people.

We also have around 150 trained and managed volunteers, and hold the Investing in Volunteers Quality Mark.

New employees are subject to a six-month probationary period.

Full time staff work a 35 hour week, normally Monday to Friday, though some evening and weekend work is necessary. This post is a 21 hour per week post.

Our current opening hours are 9.00am to 8.00pm on Mondays and Thursdays and 9am to 5pm on Tuesdays, Wednesdays and Fridays.

All full time staff members are entitled to five weeks paid holiday plus Bank and Public Holidays.

Because of the nature of the duties the post holder will be expected to undertake, you are required at the short-listing stage to disclose details of any unspent criminal convictions. Only relevant convictions/information will be taken into account. Any failure to disclose relevant information could result in dismissal or disciplinary action by the organisation.

## **The values and vision of George House Trust**

### **Values**

George House Trust believes in dignity, respect, empowerment, integrity, recognising difference and being passionate about our work.

#### ***Dignity***

We believe that to treat someone with dignity is to treat them as being of worth in a way that is respectful of them as valued individuals.

We also believes that where dignity is present people feel in control, valued, confident, comfortable and able to make decisions for themselves.

#### ***Respect***

We believe that this is best demonstrated by a willingness to show consideration and appreciation for the feelings, wishes or rights of others

#### ***Empowerment***

We believe in empowerment as a goal for all service users in order to have the freedom to act, think, respond, initiate and make decisions.

#### ***Integrity***

We treat people with integrity through being honest and having strong principles.

#### ***Recognising difference***

We recognise that each individual is unique. We explore these differences in a safe, positive and nurturing environment and make an effort to understand each other beyond simple tolerance, to embrace and celebrate the diversity of difference between each individual.

#### ***Being passionate about our work***

Our passionate approach means we put energy, enthusiasm and excitement into our charity and its services. Our ambition is materialised into action to put as much heart, mind, body and soul into our work.

### **Vision**

George House Trust's vision is for all people living with HIV in the North West to live happy and healthy lives, and be free from stigma and discrimination. Our vision is for all people to know their HIV status and to be HIV aware.

## **Mission Statement**

- We will provide good quality services to people living with HIV, which enable them to feel empowered and able to live happily and healthily with HIV.
- We will raise awareness of HIV, promote safer sex and encourage all sexually active people in the North West to know their HIV status.
- We will ensure that HIV is prioritised by public bodies across the North West, given that it has the biggest population of people living with HIV outside of London.
- We will challenge HIV stigma and discrimination and promote a better understanding of HIV.