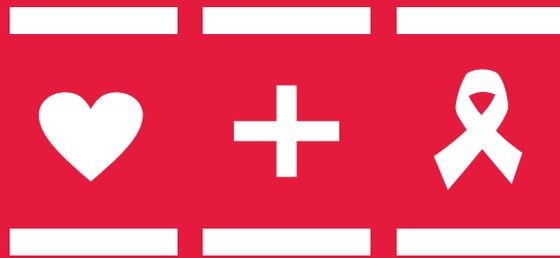


GEORGE
HOUSE \pm TRUST
HIV POSITIVE LIVING



Regular Giving Manager
Candidate Pack
January 2017





About George House Trust

Thank you for your interest in the new Regular Giving Manager role.

We are a well-respected charity with a deserved reputation for providing good quality services to people living with HIV. Our work is service-user focussed, which means that all new services are designed and shaped by the people who use our services, and often delivered by people who are living with HIV. People living with HIV are involved in every aspect of our work.

We have a unique governance structure that puts service users at the heart of decision making. At the current time almost 60% of our Trustees are people living with HIV, which keeps HIV at the very heart of the charity.

Our values underpin everything that we do, and we seek to work with people and organisations that uphold these values of dignity, respect, integrity, recognising differences, empowerment and being passionate.

We have less than fifteen staff, over 100 active volunteers and high levels of staff and volunteer retention. It's fair to say that everyone at George House Trust feels passionate about their role and the work that we do. This includes Trustees, staff, volunteers, Ambassadors and our supporters. Our staff and volunteers are as diverse as the people that we serve.

George House Trust is the kind of organisation where everyone is encouraged to think creatively about doing things differently or better. Staff, volunteers and members are encouraged to participate in broader discussions about the future direction of the charity, and the culture is open and participative. Interests are nurtured and staff and volunteers are trained and developed.



About Regular Giving at George House Trust

George House Trust receives only a small proportion of its annual income from regular giving by individuals, compared to statutory funding, income from charitable trusts and from community fundraising.

Our Trustees have decided that the time is right to invest in a new Regular Giving Manager post, and are using some of the charity's reserves to pay for this. It is because of the use of reserves and because this is a new area of work for George House Trust, that the Trustees have agreed that this post should be initially for a period of 12 months.

However, our Trustees believe that this new piece of work will be really successful, and here's why.

George House Trust has been supporting people living with HIV since 1985. The Trust was born in response to the HIV and AIDS epidemic when it came to Manchester 31 years ago. From the very outset of the epidemic, the vibrant LGBT community in Manchester came together to raise funds and to help people living with HIV. The vast majority of people who currently give to our charity on a regular basis either belong to the LGBT community or know someone who has been affected by HIV. It is for this reason that the first year of the Regular Giving Campaign will focus on the LGBT

community in Greater Manchester. In future years we plan focus on the wider community.

Over 95% of our community fundraising income comes from the LGBT community in Manchester, particularly around the Gay Village which is unique in the UK. Gay men have always been, and remain, at the forefront of the HIV epidemic. The majority of people living with HIV in the UK are gay men.

George House Trust has never attempted a campaign like this. In other words, we haven't proactively asked people to personally support our wonderful charity, even though our brand is readily recognised in Manchester amongst the LGBT community.

We have 12 carefully selected Ambassadors, the vast majority are gay men. These are all highly successful professional people, each with a special connection to George House Trust. The Ambassadors will be an invaluable resource to the Regular Giving Manager, providing invaluable insights to their community and access to their networks. They



all made a commitment to this important piece of work back in February 2016 when we met to discuss our plans over a dinner generously hosted by the Lord Lieutenant of Manchester, who is a really proactive Ambassador for George House Trust.

Throughout the last 10 months we have been working hard to develop our ideas for the Regular Giving Campaign, thinking about what is unique about the work we do, what might motivate people to give regularly and the shape that the campaign might take.

We deliberately haven't finalised these plans, as we want the Regular Giving Manager to be able to come in and shape and drive the campaign. We want to recruit someone who has vision, a creative mind and who thrives on developing new projects. We are looking for someone who works best when given high levels of responsibility to shape and drive a project. Most importantly we want to find someone who is passionate about their work, as passion is one of our organisational values.

This post definitely isn't a desk job concerned with processes and systems as so many regular giving posts are. Of course there will be an element of working in the office with the Joint CEO's and colleagues from marketing to agree strategy and campaign design.

A huge part of this role is developing relationships with existing donors, our Ambassadors and their networks and current supporters from the LGBT community who organise community fundraising events for us.

We want our new Regular Giving Manager to create a Generosity Network of people who can be inspired to commit to supporting our work for as long as George House Trust's services are needed.



Our Patron Russell T Davies



"It's an honour to become patron of George House Trust - the staff are amazing and their dedication is a lesson to us all. As the issues around HIV and AIDS take brand new forms, along with age-old problems, George House Trust is at the forefront of the battle."

- Russell T Davies



Key Duties and Responsibilities

1. Detailed delivery strategy - Regular Giving Strategy - working alongside our marketing resource

- i) Agree a detailed strategy for the campaign, and implement an agreed donor recruitment strategy including running a new campaign from end to end.
- ii) Agree a digital fundraising strategy including the identification of key social media networks & platforms to reach the target audience.
- iii) Be responsible for the final selection of materials and resources required for the campaign, ensuring that expenditure remains within budget
- iv) Coordinate with 3rd party suppliers and agencies as required

2. Campaign Management

- i) Prepare a detailed plan to launch the campaign and ensuring target audiences are reached
- ii) 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.

ii) Establish and maintain links with key LGBT networks in Greater Manchester

iv) Establish and maintain links with corporate LGBT networks within Greater Manchester.

4. Donor 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 Regular Giving Campaign creates a sustainable platform for future years.

6. Community Fundraising

- i) provide professional guidance and support to a part-time Community Fundraising Organiser
- ii) Oversee a programme of community fundraising events, primarily within businesses in the Gay Village and LGBT corporate networks.
- ii) Work closely with the Community Fundraising Organiser to develop relationships and identify potential regular donors.



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, fundraising 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

Contract:
Fixed term contract: 12 months

Location:
Manchester

Responsible for:
Community Fundraising Organiser

Accountable to:
Joint Chief Executive (RR)



Person Specification

CRITERIA	ESSENTIAL	DESIRABLE	HOW ASSESSED
KNOWLEDGE/ QUALIFICATIONS			
Excellent knowledge of Regular Giving campaign development, implementation and delivery	✓		Application form Interview
Good knowledge of tax effective giving methods	✓		Application form Interview
Demonstrable experience and understanding of managing donor relations	✓		Application form Interview
Knowledge of the LGBT community		✓	Application form Interview
EXPERIENCE			
Proven successful track record in designing and delivering successful regular campaigns	✓		Application form Interview
Experience of capacity building around fundraising, and regular in particular		✓	Application form
Experience of community fundraising		✓	Application form Interview



CRITERIA	ESSENTIAL	DESIRABLE	HOW ASSESSED
SKILLS & ABILITIES			
Strong interpersonal skills with the ability to build strong relationships both internally and externally	✓		Interview
Excellent verbal and written communication and highly numerate to interpret complex data	✓		Application form
A proven ability to distil complex information and convey ideas to a range of stakeholders	✓		Application form Interview
Excellent IT, administration and database management skills			Application form
PERSONAL ATTRIBUTES			
A natural self-starter with vision, a creative mind and someone who thrives on developing new projects.	✓		Application form Interview
Enthusiasm and a genuine commitment to the work of George House Trust	✓		Application form Interview
Understanding of the need to work as part of a team and to be supportive to colleagues	✓		Application form
Willingness and ability to carry out all tasks in line with George House Trust policies and to uphold these at all times	✓		Application form



How to apply

If you wish to have an initial discussion about the role, have any questions on any aspect of the appointment process or need additional information, please contact Joint Chief Executive, Rosie Robinson on 0161 274 5650 or via email at rosie@ght.org.uk.

To apply for this post please follow the link on our web-site to the application form. Please note CV's will not be accepted or considered.

The closing date for this post is 5.00 p.m. on the 8th February 2017

Interviews will take place at George House Trust in mid-February 2017.

Please advise of any dates that you are not available for interview.

GEORGE HOUSE TRUST
Regular Giving Manager



Ambassador Nick Curtis fundraising for George House Trust



GEORGE
HOUSE TRUST
HIV POSITIVE LIVING

Registered office:
75-77 Ardwick Green North,
Manchester, M12 6FX

T: 0161 274 4499

www.ght.org.uk

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(No. 1143138) and a registered company limited by guarantee
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