



Job Specification: Global Individual Giving Manager (Maternity Cover)

Department:	Global Fundraising
Scale:	UK Grade 5
Line managed by:	Direct of Engagement
Responsible for line managing:	Global IG Officer
Location:	UK – Remote or Manchester affiliated

MAG’s Vision is a world in which everyone can live free from the enduring and devastating consequences of armed violence, conflict and their legacy. People will live in communities where their rights are upheld, with dignity and choice and free from fear from mines, explosive remnants of war (ERW) and the impact of small arms and light weapons and ammunition.

MAG’s Mission is to save lives, ease suffering and enable sustainable development by limiting the causes and addressing the consequences of armed violence and conflict so people can live with dignity and choice, free from fear. We will use our core skills and distinctive competence to save lives through the removal of mines and ERW, and reduce the impact of small arms, light weapons and ammunition on people and communities. How we do this is as important as what we do – we work primarily with and for communities, for us ‘it’s all about people’.

MAG’s Values: Our values come to life through our actions, every day. How we act has an impact on others. As someone who works at MAG, you can help to create a positive culture by demonstrating our values through your own behaviour and actions. Everyone has a role to play in shaping our culture. Everyone should understand our values and is encouraged to think how they are relevant to their individual role.

- DETERMINED** - we work with purpose.
- EXPERT** - through excellence and expertise we build trust.
- INTEGRITY** - we strive to do the right thing.
- COMPASSION** - people come first in everything we do.
- INCLUSIVE** - we are inclusive, and we value diversity.

Job Purpose:

This is an exciting opportunity to join MAG at a pivotal stage, two years into our five-year global strategy, focusing on accelerating income growth and enhancing supporter commitment across the UK and US. We seek a motivated fundraising leader ready to drive individual giving initiatives that deepen relationships with our supporters.

Working closely with the Director of Engagement and the Global Digital Fundraising & Engagement Manager this maternity cover role is responsible for delivering MAG’s global IG strategy, with a core focus on supporter acquisition and development. You will strategically manage communications to warm and newly acquired donors, overseeing programmes that enhance their knowledge and understanding of our life-saving work and the profound impact of their support. This is vital to increase the Lifetime Value (LTV) of MAG UK supporters.

You will lead the team in planning and executing multi-channel campaigns, including telemarketing regular giving campaigns, targeting the UK market to grow unrestricted income and build lasting relationships with new donors.

A critical duty involves coordinating with the Supporter Care & Database Coordinator to implement and refine MAG’s stewardship programme, focusing on increasing donor engagement and loyalty for those giving under £5k across multiple channels. This role requires in-depth technical knowledge of direct marketing and relationship-building techniques in the UK market.



We are seeking an experienced, creative individual giving professional with a strong track record of leading fundraising campaigns, building supporter loyalty and maximising supporter's long-term commitment to achieving our mission.

Job Description

Budgeting, planning and management:

- Working with the Director of Engagement, deliver the global individual giving strategy to grow MAG's donor base.
- Working with the Director of Engagement and the Global Digital Fundraising & Engagement Manager manage financial forecasts.
- Accountable for preparing regular reports on key performance indicators (KPIs) and monitoring strategic progress, including retention, ROI, and break-even point, to inform decision-making and ensure alignment with the wider business plan.
- Input into and manage team annual budgets and action plans for individual giving in the UK and US.
- Monitor and reforecast income and expenditure of individual giving, liaising with Finance colleagues to track and report progress against budget.
- Seek and respond to opportunities to improve performance and/or grow MAG's individual giving income.
- Work in partnership with the Supporter Care and Database Coordinator to track the growth of the supporter base, analysing campaign performance, and optimising activity and donor journeys appropriately to maximise and retain support.
- Use a test and learn approach to understand target markets and develop the most impactful fundraising propositions.
- Work and collaborate with fundraising, communications and advocacy colleagues to share campaign results and collateral and identify opportunities to engage audiences.

Individual Giving

- Plan and execute individual giving campaigns including cash appeals, telemarketing and newsletters to retain, acquire and upgrade support in the UK.
- Working with the Global Digital Fundraising & Engagement Manager and support from the Global IG Officer plan and execute individual giving campaigns including cash appeals and newsletters to raise unrestricted income and build loyalty in the US.
- Maximise the lifetime value of supporters through exceptional relationship marketing and management.
- Work with the wider fundraising team to respond to emerging crises and emergencies by launching emergency fundraising campaigns, advising senior management on when and how to engage supporters to achieve the best impact.
- Deliver a mid-level program to identify and develop donors with enhanced giving potential, creating products and offers to maximise income and support and working with the Philanthropy Team to identify major donor prospects.
- Closely monitor and analyse key performance indicators (KPIs) for new, active and lapsed supporters with a key focus on driving mid-value and regular giving growth through long-term supporter engagement.
- Coordinate with MAG's Digital and Policy & Advocacy teams to integrate campaign calls-to-action that increase engagement and retention rates.
- Analyse individual giving performance, apply industry best practice and conduct tests to maximise revenue from campaigns.
- Work closely with Global Digital Fundraising & Engagement Manager to integrate campaign messages across online channels.
- Develop campaign briefs, schedules, creative briefs, fundraising propositions and data briefs to enable excellent project management of fundraising activities.

Growing the supporter database



- Develop and deliver individual giving acquisition campaigns across different channels, including telemarketing, to recruit new donors and build MAG's regular giving income.
- Work with the Global Digital Fundraising & Engagement Manager and external partners to maximise conversion rates of non-financial supporters (e.g. petition signers).
- Ensure best practice and compliant use of direct marketing fundraising techniques.
- Manage relationships with external agencies and freelancers working on MAG's behalf to generate new support, undertaking training and monitoring as required including for telemarketing.
- Remain up-to-date on developments in the fundraising sector and assess the suitability of new approaches for donor acquisition.
- Support senior leadership to assess the risk profile of new income opportunities to ensure all activity is conducted lawfully and ethically.

Legacies

- Lead MAG's legacy activity by delivering the legacy marketing plan to grow support and income.
- Work with an external consultant to plan, execute and deliver MAG's legacy marketing to new and existing supporters across all channels.
- Grow the volume of pledgers, intenders and enquirers by proactive marketing to new and existing supporters.
- Collaborate with the Global Digital Fundraising and Engagement Manager to profile legacy support online, including through use of digital channels to generate support.
- Establish systems and processes to measure the impact of marketing activities to deliver greater efficiency and effectiveness.
- Working with the Supporter Care & Database Coordinator, ensure notifications of gifts are dealt with efficiently, appropriately and in a timely fashion.
- Ensure legacy asks are included as part of the supporter journey for all types of supporters, donors, and volunteers.
- Oversee a programme of training for fundraising and comms staff to incorporate legacy messaging into their activities.

Stewardship and retention

- Lead the creation, delivery and review of excellent supporter journeys (including welcome, conversion and reactivation journeys) which enhance the donor relationship and drive future giving in a variety of ways.
- Coordinate with the Supporter Care & Database Coordinator to implement and refine MAG's stewardship programme, focusing on increasing donor engagement and loyalty for those giving under £5k across multiple channels.
- Work closely with the Supporter Care and Database Coordinator to ensure our supporters receive an excellent experience.
- Support the Director of Engagement with the strategic use of data and insights to inform strategy, drive innovation and optimise fundraising performance in both the UK and US, including helping to oversee an externally-led data analysis project.
- Drive cross-functional collaboration on donor stewardship, ensuring the wider fundraising team understands and adopts a shared approach.

General

- Have an in-depth understanding of fundraising compliance in the UK and US, including Data Protection, champion compliance within the team and contribute to the continued development and implementation of MAG's compliance guidelines.
- Manage the team to perform to a high standard, conduct appraisal meetings and regular 1-2-1's in line with MAG policy.
- Ensure activities and processes are in line with industry best practice and MAG's quality management policy, making changes and improvements to activity as required.



- Keep up to date with fundraising compliance in the UK and US, including Gift Aid, Data Protection Act, Institute of Fundraising Codes of Practice, US state registrations and other guidelines; implementing changes required in order to satisfy these.
- Deal with queries from supporters and the general public by phone, email and in person as required to deliver a good standard of supporter care.

All staff are expected to undertake the following general duties:

- Work within the framework of MAG's core values, promoting its ethos and mission statement.
- Work towards achieving programme and/or department business plan objectives
- Ensure familiarity with and adhere to all MAG policies and procedures and keep informed of MAG activities
- Undertake and apply learning from appropriate training and development programmes.
- Undertake the role in a manner appropriate to the cultural context and within the local legal framework.
- Understand and uphold the standards outlined in MAG's Safeguarding Framework, acting with due care and attention to safeguard the wellbeing of anyone that comes into contact with MAG's work and reporting concerns if they do arise.

This is a non-contractual document that can be varied from time to time as circumstances dictate. This job description is intended to summarize the main duties and responsibilities of the post; this is not intended to be a full and exhaustive list of tasks. All MAG staff are expected to demonstrate flexibility and willingness to perform appropriate tasks when the need arises.

Some Job Descriptions may be supplemented by specific Terms of Reference

Person Specification

Experience

Essential

- Experience of working in an Individual Giving management role.
- Experience of delivering a successful fundraising strategy to deliver significant income growth.
- Experience of delivering legacy marketing, with particular emphasis on direct marketing activity.
- Experience of project planning and implementation.
- Experience of working to income and expenditure targets.
- Experience of working with managing external agencies, consultants and freelancers.
- Experience of reporting and providing robust analysis to inform decision making.
- Experience of using specialist fundraising database to extract information and manipulate to produce quality insight.
- Experience of line management and leadership in a collaborative and values-based organisation.
- Experience of creating compelling written fundraising content and propositions.
- Experience of developing engaging supporter journeys.
- Proven track record of achieving income against agreed financial targets as well as other KPIs.
- Experience and understanding of charity law in relation to direct marketing, legacy fundraising, gift aid, data and information management in either UK or US with the ability to adapt and comply with relevant guidelines in both markets.

Desirable

- Experience of working across an organisation to deliver a collaborative plan and drive change.
- Experience of developing and implementing growth marketing plans.
- Experience of fundraising, communications, marketing or PR in the US or other global markets.



Essential Skills and Knowledge

Essential

- An ability to think strategically.
- Knowledge of the UK fundraising market and fundraising trends.
- Excellent project management and ability to deliver campaigns on time and to budget.
- Ability to manage relationships with a range of internal stakeholders.
- Ability to develop creative and compelling fundraising propositions to engage and inspire prospective donors.
- Ability to produce effective copy, appropriate for a range of audiences and using a variety of media.
- Able to build, monitor and analyse complex budgets and results.
- Understanding of direct marketing campaigns and the channels used for acquisition and development.
- Ability to develop positive relationships internally and externally.
- Good communication skills, both written and verbal.
- Ability to check data for accuracy and inconsistencies, with strong attention to detail.
- Ability to work effectively as part of a team and collaborate with other managers to achieve results.
- Strong organisational skills with the ability to effectively manage a diverse and changing workload, meeting deadlines to required standards.
- Knowledge of current trends and issues regarding individual fundraising in the charitable sector.
- Knowledge of General Data Protection Regulation (GDPR) and relevant fundraising codes and standards in the UK.
- Strong problem-solving skills and a tenacious approach.
- Solid organisational skills and ability to prioritise workload and ensure work is completed.
- Excellent relationship building skills across all levels of the organization and with external agencies and suppliers.

Desirable

- An understanding of legacy administration in the US.
- Knowledge of the US or other global fundraising market and fundraising trends.

Essential Aptitude

- Creative, innovative and proactive with a problem-solving approach where systems can be improved.
- Able to take considered risk and learn from failures to innovate and improve.
- Proactive with the ability to identify future problems.
- Able to treat supporters with empathy and respect.
- Ability to effectively represent and promote MAG with a variety of audiences at a senior level.
- Driven to deliver MAG's mission, vision and values.
- Self-motivated, flexible and enthusiastic approach to work.
- Performance driven, with the ability to analyse and monitor figures and activities and focus on reaching individual and team targets.
- Effective line management and leadership skills, with an ability to inspire and lead a values-based, collaborative department.
- A positive attitude about the work to be done, supporters, co-workers, and employer policies.



Signed employee:	Date:
Signed manager:	Date:

January 2026