

Individual Giving Manager

Application Pack

Play your part at the National Youth Orchestra

The National Youth Orchestra is the UK's leading organisation championing orchestral music as a powerful agent for teenage development. We are a welcoming community where every teenager can play their part in shaping their world through extraordinary music.

It's the greatest adventure a teenager can have in orchestral music where young people develop much more than musical skills.

NYO is best known for its orchestra, but we are much bigger than that, with projects for teenage musicians across the UK. Musical opportunities should be available to all teenagers. But as music education is all but disappearing in state schools, the free programmes provided by NYO are needed more than ever – to ensure all teenagers have the opportunity to develop their confidence and skills for life through sharing and playing music together. Joining the NYO community, they open up to new friends and possibilities. Stepping out to perform, they rise to new challenges. Sharing their passion with other young people, they learn to inspire and lead.

The role

The Individual Giving Manager joins the Individual Giving team of four at a time of growth and ambition. You will be leading on project managing campaigns for acquisition and stewardship in an established programme, and helping to diversify our Individual Giving income streams.

With experience in a fundraising team, you will be confident in the theory and practice of direct marketing, and champion the importance of building great relationships. You know how important the detail is, and how to encourage positive experiences and interactions. You'll be great with organisation and prioritisation, as you will be line managing our two Individual Giving Co-ordinators, encouraging and coaching them in systems and processes, campaign coordination and fulfilment of donations.

With a focus on acquisition of new donors and best-in-class stewardship, this role is key in delivering our expanding programme, and engaging broader supporter audiences.

Working at NYO

At the National Youth Orchestra, you'll work as part of a supportive, friendly and adventurous staff team. Learning and personal growth are intrinsic to every role.

Our offices near Holborn in central London are a hive of activity, a space for collaboration and ideas. Hybrid working is standard for most roles, with a flexible and supportive culture. This role



would require a minimum of 4 days per week, on average, in our Holborn office. During the year you will be present at NYO projects, concerts and events across the country, sharing music with young people across the UK, and sharing their experiences with supporters in our donor events that the Individual Giving team run.

NYO offers a season ticket loan scheme, cycle-to-work scheme, health cash plan, retail and entertainment discounts and a 24/7 counselling and support helpline.

Purpose of the role

The Individual Giving Manager will lead the development and execution of direct marketing campaigns to maintain and grow Individual Giving income across multiple channels, and support the organisation's mission to make the impact of our work accessible to every UK teenager by 2033.

This role is pivotal in delivering multiple campaigns and appeals across the year, central to a collaborative and supportive team dynamic.

Reports to:

Individual Giving Director

Line management:

- Two Individual Giving Coordinators

Key relationships:

Internally:

- Close collaboration with the Fundraising & Communications and Programmes teams to ensure cohesive messaging and project delivery
- Close collaboration with the Finance team to ensure reconciliation of income and expenditure against budget

Externally: Engagement with:

- Contractors and third party agencies
- Our network of donors and supporters.
- Concert and residency venues for event coordination

Key responsibilities

Campaign management

- Oversee the planning, implementation and evaluation of Individual Giving campaigns and appeals to a high standard. Efficiently and effectively project manage campaigns to schedule and budget requirements, ensuring schedules are adhered to
- Liaise with our Communications team and external consultants to ensure campaign materials have the highest chance of success, as well as meeting brand requirements.
- Track the progress and performance of campaigns, monitor KPIs, analyse trends and findings, report on progress, and make recommendations based on insight.
- Work closely across the Fundraising and Communications team to develop and test a range of tactics to attract and retain new donors, based on prioritising approaches to maximise acquisition and financial impact.



- Champion stewardship, developing and co-ordinating excellent, high quality donor journeys for all new and existing donors, with the aim of increasing engagement, retention and lifetime value. Identify procedures and personal touches, communications and tactics that maximise donor development and cross-selling.
- Work with the Programmes team to generate excellent case study storytelling.

Relationship management

- Work with external consultants and third parties to deliver appeals and collateral
- Brief agencies and consultants to a high standard with an ability to tease out and communicate the most important information
- Work with the Individual Giving Director to have an overview of activity within the sector and identify potential opportunities for the programme's growth and development, researching and putting forward proposals for new channels and opportunities for testing.
- Co-ordinate or support the delivery of donor-facing events, inspiring supporters and connecting them directly with the impact they are having.

Data processing and liaising with donors

- Work with the co-ordinators to ensure processes are followed, measured and accurate, ensuring that all donations, communication preferences and other data is captured on our CRM (Salesforce)
- Work with the co-ordinators to ensure all donations are processed and thanked promptly and accurately, in line with our targets to deliver excellent donor experiences
- Use the CRM to generate reports to analyse and assess campaign performance and make data-driven recommendations
- Ensure data is processed in line with Data Protection policies
- Support the co-ordinators to respond to all enquiries promptly, professionally and positively

Finances

- Monitor invoices, tracking and reporting on campaign income and expenditure accurately
- Investigate and flag discrepancies
- Manage the invoice tracking process, working with the Finance team to ensure all invoices are tracked and logged for payment
- Undertake monthly reconciliations with the Finance team
- Work with the Individual Giving Director on the year's budget allocation

Team management

- Line-manage two Co-ordinators, ensuring they are supported and understand the responsibilities of their role, undertaking regular one-to-ones to monitor workload and efficiency, and helping develop and empower them in their roles
- Support where needed to ensure workload is managed efficiently
- As a member of a small team we all pitch in where necessary and where administrative need is greatest which can peak and flow throughout the year
- Help look after donors and supporters at concerts and events
- Adhere to the team and organisation's processes, procedures and values

Personal Development

- Continue to develop and learn fundraising theory and excellence in practice, and the legal and recommended structures around fundraising
- Have an active interest in learning about fundraising and honing fundraising skills in yourself and the team

Person Specification

Personal attributes

	Essential	Desirable
Organised and proactive in approach to work and finding solutions	✓	
Warm, empathetic and approachable, and a great communicator	✓	
Excellent team-worker able to work effectively through collaboration	✓	
Passion for championing teenagers and young people	✓	
Positive and flexible, thriving in a dynamic environment, adapting to and leaning into change with determination and flexibility	✓	
Excels in teamwork, fostering strong relationships both within and outside the organization to achieve shared goals.	✓	
Embraces equity, diversity, and inclusivity, recognizing the value of diverse perspectives and experiences.	✓	
An interest in orchestral music and the arts		✓

Experience

Experience of planning, implementing and evaluating individual giving campaigns across at least two channels within a fundraising environment (e.g. mail, telephone, digital, email, face to face)	✓	
Knowledge of creating strong donor experiences through multiple channels	✓	
Experience of managing and manipulating data for analysis and using findings to present data-driven decisions and recommendations	✓	
Experience of working with CRM or fundraising databases	✓	
Experience in a public-facing role (customers or donors)	✓	
Strong background in developing and managing relationships with a variety of stakeholders, including partners, donors, and the media.	✓	
Experience of running small donor-facing events or experiences that add value to supporter relationships		✓
Coaching, developing or managing at least one colleague (does not need to be line management)		✓

Skills

Initiative and the ability to structure time and prioritise effectively	✓	
Excellent attention to detail and accuracy when processing multiple projects	✓	
Excellent verbal and written communication, able to get your point across and amend your approach depending on audience	✓	
Excellent interpersonal skills and the ability to connect with a wide range of people	✓	
Strong collaborative skills and an ability to encourage and inspire others	✓	
Strong story-teller with an ability to identify the inspiring points of a story	✓	

Terms and Conditions

Salary

£38,000–£40,000 per annum, dependent on experience

Contract term

Permanent

Hours

Full-time (35 hours a week)

Annual Leave

27 days plus statutory bank holidays

Place of work

10 Great Turnstile, London, WC1V 7JU
Hybrid working policy is applicable

Probationary period

Six months

Notice period

Two months

NYO offers a season ticket loan scheme, cycle-to-work scheme, health cash plan, retail and entertainment discounts and a 24/7 counselling and support helpline.

Most NYO projects take place during school holidays or at weekends, therefore the role will include some weekend and statutory holiday working, for which a TOIL policy is in place.

Equal Opportunities

NYO is an Equal Opportunities employer. Diversity and inclusion are at the heart of our work, and this extends to our recruitment practices. We want to ensure that no job applicant, employee or participant receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex and sexual orientation. Individuals will be selected, promoted and treated on the basis of their relevant merits and abilities. All employees are required to comply with and actively promote this policy.

Safeguarding

NYO is committed to safeguarding and protecting the children and young people that we work with. We have a range of policies and procedures in place and aim to be a sector leader in good safeguarding practice. All employees, contractors, trustees and volunteers are committed to practices that establish and maintain an environment in which the welfare of the young person is paramount; ensure that policies and procedures protect young people from harm, and that all concerns and allegations of abuse will be taken seriously and responded to appropriately.

How to apply

To apply for the role, complete the online application form available at <https://www.nyo.org.uk/work-with-us>

The deadline for applications is 10am on **Wednesday 8 May 2024**.

If you have any questions about the role, please contact recruitment@nyo.org.uk.