

JOB DESCRIPTION

Job Title:	Donor Engagement Manager
Line Manager:	Head of Individual Giving
Location:	Elmbank Crescent, Glasgow. Hybrid working, flexible start and finish times and part-time options available. Some evening and weekend work and travel to locations across Scotland.

Main purpose of job:

To recruit new donors for Scottish Opera. Exhibiting a passion for donor acquisition and utilising data analysis to drive an effective recruitment strategy that encompasses events, mailing campaigns, digital fundraising and social media messaging that successfully engages individuals and represents Scottish Opera's values and purpose.

To support Scottish Opera in achieving its objectives to develop first-time donors and ensure great customer care for new supporters in the first two years of our relationship with them.

To be responsible for generating a boost in income for Scottish Opera in the form of lower and mid-level gifts and regular giving from individuals.

To research and identify prospects for higher giving levels and work with Individual Giving colleagues to establish a great basis for future giving among new supporters.

Key accountabilities and tasks:

- To plan and deliver a recruitment strategy designed to grow our lower and mid giving levels, ensuring that donors have an excellent experience supporting Scottish Opera from day one, with opportunities and reasons to increase their giving alongside outstanding, thoughtful stewardship
- To develop the strategy with a financial target of £25,000 new income in year one, and an additional £25,000 income in year two, plus an 80% retention rate for new supporters
- To develop and deliver a systematic plan to contact ticket buyers with contact permission segment by segment, analysing and synthesising data in collaboration with the Marketing Department. Engaging in routine evaluation and agile adaptation of future planning according to successes and disappointments
- To develop a thorough understanding of our supporter profiles, with key traits identified in order to facilitate accurate targeting of data segments likely to be interested in supporting further

- To manage an in-depth audit of current engagement and recruitment methods, with the aim of understanding the ROI likely across recruitment methods including post, telephone, events, online and targeted individual approaches
- To engage with new supporters from the past four years, to craft a personal experience for new donors and encourage engagement and attendance at events
- To work with the Events Manager to ensure that appropriate activities, events and other relevant donor opportunities are in place.
- To attend performances, rehearsals, events and meetings as may be required by the role.
- In collaboration with the Fundraising Data Manager, to ensure that all records are kept up to date, including details for all contacts and receipt of individual donations.
- To ensure that all individuals receive appropriate acknowledgement for their support.
- To maintain an up-to-date knowledge of charity tax laws to ensure Scottish Opera is gaining maximum advantage of such laws.
- To be responsible for own administration, with support from colleagues as appropriate.
- To work as part of a fundraising team, supporting colleagues and working to achieve a seamless relationship between Scottish Opera and donors/prospects.
- To undertake any other duties which may reasonably be required

Person Specification

Qualifications:

None required

Knowledge and Experience:

Professional fundraising experience is beneficial, but not mandatory:

For those with Fundraising experience:

Proven experience of making the ask and developing data-driven strategy

Knowledge of individual giving fundraising techniques and fundraising best practice across the whole charity sector

Knowledge of charity tax laws and data protection legislation.

For those without Fundraising experience (training in Fundraising best practice will be offered):

Proven experience of producing a compelling call to action and generating positive responses, whether via sales or participation etc.

Experience of utilising data analysis to develop strategy

Good record keeping and excellent computer skills. Knowledge of Spektrix would be advantageous.

An interest in opera or the performing arts and an understanding of an arts environment would be an advantage.

Practical Skills:

A high degree of autonomous thinking and analytical ability

Tenacious in pursuit of targets/target driven, and also interested in people and their motivation to support our work, keen to provide the best possible donor experience

Creative skills in order to develop funding ideas that will inspire donors

Flair for influencing others internally and externally

An eye for opportunity

Ability to take rejection well and adapt

Excellent relationship management skills with the ability to begin and develop relationships to the 'next level'

Diplomatic, with good negotiation skills.

Outstanding written and verbal communication skills

Ability to plan, with a high level of attention to detail.

Ability to work well as part of a team; proactive and enthusiastic team player

Key Relationships

Internal

Head of Individual Giving

Director of Fundraising and Sponsorship

Fundraising & Sponsorship department

Marketing Department

All members of staff

External

Individual donors and prospects

Lead volunteers

Additional Information:

- Candidates must be willing and able to attend opera performances, meetings, and other events out with normal office hours as required and to travel away from home as necessary. Advance notice and expenses will be available for these occasions.
- Post holder will be party to sensitive financial and personal information and thus confidentiality is of paramount importance in this post

General Terms & Conditions:

Hours of Work: Standard office hours are 35 hours per week, 9.30am to 5.30pm, Monday to Friday, with an hour for lunch. This post also requires evening and weekend working when necessary.

Payment for overtime is not applicable to this post.

Annual salary: £32,703.20 per annum FTE

Holiday entitlement: 25 days per annum plus 10 public holidays

Probationary period: 3 months

Flexible working: Part-time (3 days minimum working per week), flexible start and finish times and hybrid working are all possible. A minimum of 2 office days per week would be required as this role operates within a very collaborative team. We look forward to discussing mutually suitable working patterns with everyone we invite to interview.

Benefits: Perkbox , Health Cash Plan, Cycle to Work Scheme, Employee Assistance Program, Free access to dress rehearsal performances and discounted performance tickets

Pension: You will be automatically enrolled into the pension scheme and you will contribute 4% of salary, the Company contributes 8%.