

JOB DESCRIPTION

Individual Giving Officer – Retention and Development

Background | As a member of the ROS team, your role exists to work with colleagues to ensure better bone health for everybody and help people to live well with osteoporosis.

Our vision | Strong and healthy bones for life.

Our purpose | We transform lives and society by leading the effort to improve bone health and defeat osteoporosis.

Our goals:

1. To drive fracture prevention amongst people who are at high risk.
2. Quicker diagnosis and better ongoing care, wherever people live.
3. To support more people to live well with osteoporosis.

We have four guiding values:

We're Bold | We fearlessly stand up for and give a voice to people who need us.

We're Focused | We concentrate on where we can make the biggest difference.

We're Collaborative | We work as one team and embrace partners to change society together.

We have Integrity | You can trust us to do what we say we will.

We have eight supporting **beliefs** which guide every decision you make on behalf of the ROS and, in turn, the way we live our values.

We believe:

- ✓ We put our beneficiaries at the heart of everything we do
- ✓ In spending every £1 wisely
- ✓ We are the collective voice of people with osteoporosis
- ✓ We are the recognised experts in osteoporosis and bone health
- ✓ We have the knowledge and influence to change policy and healthcare systems
- ✓ Asking for money is vital
- ✓ We can achieve more together than on our own
- ✓ Everyone with osteoporosis should be able to live well and manage their conditions in ways that best meet their needs

The Role

You would report to the Individual Giving and Membership Manager (Retention), and support the planning, development and implementation of the Individual Giving, Membership and Community & Events Fundraising Programmes contributing to the team's income targets.

You'll help maximise the value of these programmes through effective campaign execution, supporter stewardship, reporting, and data management.

This role supports the retention and growth of our supporter base, helping to increase loyalty and lifetime value. You'll be hands-on with campaign delivery while ensuring smooth co-ordination across internal teams and suppliers, all under the guidance of the Manager.

We're a small team but have a big impact on supporters and members.

Duties and responsibilities

Overall

- Support the development and scheduling of multi-channel campaigns (email, direct mail, social, and digital) to maximise value and engagement among existing supporters.
- Liaise with suppliers, designers, printers, and mailing houses to produce campaign materials that are accurate, brand-aligned, and delivered on time and within budget.
- Assist in gathering compelling campaign content, sourcing case studies, testimonials, and imagery to support campaign messaging, liaising with internal stakeholders where relevant.
- Copy writing and proof-reading
- Segment and select data for campaigns, maintain accurate supporter records, and ensure GDPR compliance.
- Produce basic performance reports (income, engagement, response rates) for ongoing evaluation and decision-making, making recommendations for improvements to future campaigns based on insight gained.
- Assist in the development and monitoring of campaign budgets, forecasts, and outcomes.
- Ensure we provide an exceptional stewardship to supporters, members, and events fundraisers.
- Manage the donation thanking process and maintain the portfolio of thank-you letters.
- Proactively identify opportunities to work with other areas of fundraising and other operational colleagues to help build the supporter base to increase engagement and lifetime value
- Comply with legal requirements and best practice outlined by the relevant bodies (e.g., Chartered Institute of Fundraising, Fundraising Regulator, Information Commissioners Office, and the Gambling Commission) to implement good data protection principles, maintaining confidential data sensitively and adhering to organisational GDPR guidelines.

Stewardship, Retention and Development (80% of time)

- Work closely with the Individual Giving and Membership Manager to project manage supporter appeals, the Weekly Lottery, and legacy marketing activities, contributing ideas and ensuring high-quality delivery to support the retention of donors.
- Help deliver excellent stewardship journeys to increase engagement and encourage long-term giving.
- Respond and manage enquiries made by telephone, email and post relating to membership, donations, and fundraising.

Community & Events (20% of time)

- Support a portfolio of fundraising events (in-person and online) and community fundraisers, as well as in-memory and in-celebration income.
- Coordinate fundraising materials and logistics for third-party and community-led events.
- Act as the day-to-day contact for fundraisers taking part in challenge events, in-memory giving, and in-celebration fundraising.
- Support the development of bespoke supporter journeys and stewardship and thanking communications for event participants and donors.

Cross-Team Collaboration

- Proactively collaborate with colleagues to ensure consistent supporter experiences and maximise engagement opportunities.
- Contribute to the continual improvement of fundraising processes and supporter care procedures.

Other

- Undertake other reasonable tasks and duties in relation to member and supporter care, as may be requested by the Head of Supporter Engagement such as improving processes and updating procedures.
- Occasional UK travel may be required, to attend events such as the London Marathon, and to support the fundraising team.

Person specification

Essential

1. An enthusiastic, hard-working team player with excellent interpersonal and relationship-building skills.
2. Excellent organisation skills, able to manage multiple projects to tight deadlines.
3. Able to follow procedures, and work accurately, with excellent attention to detail.
4. Excellent communication skills, both written and verbal, with an engaging and professional telephone manner.
5. Experience coordinating digital and direct marketing campaigns.
6. Able to work autonomously and adapt to changing demands in a busy environment.
7. Numerate, able to produce and interpret reporting and campaign analysis and support on budget management .
8. Experience of using CRM databases and data handling.
9. Role requires a Data Barring Service Disclosure (DBS).

Desirable

1. Experience in Individual Giving fundraising.
2. Experience in Events fundraising.
3. Experience using a website CMS (content management system) to create or update digital content and donation pages.
4. Experience of supporter administration.

Please consider applying even if you do not meet all the criteria.

The Royal Osteoporosis Society operates an Equal Opportunities Policy and does not discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex (gender) and sexual orientation.