OUR VISION: TOGETHER WE ARE WORKING FOR A WORLD WHERE ALL CAN EXPERIENCE FAITH IN CHRIST AND THE ABUNDANT LIFE ONLY HE PROVIDES

JOB DESCRIPTION

JOB TITLE:	Individual Giving Officer
RESPONSIBLE TO:	Individual Giving Manager
DEPARTMENT:	Communications and Fundraising
INTERNAL RELATIONSHIPS:	Supporter Engagement Team; Communications Team; Operations and Resources Team; Supporter Services Team
EXTERNAL RELATIONSHIPS:	BMS supporters, Marketing Agencies
LOCATION/TRAVEL TO:	BMS Didcot and home working with occasional UK travel
JOB TYPE/HOURS:	Full time (35 hours/week)
GRADE:	5

JOB OVERVIEW

A key role in supporting sustainable growth of BMS' individual giving programmes and making BMS supporters feel valued.

This role is part of the Individual Giving Team, contributing towards BMS' individual fundraising strategy and fundraising goals. This includes project managing appeals, reporting of donor development and income, the development of new fundraising products, and participating in the ongoing creation of a culture of outstanding supporter care.

ROLE AND RESPONSIBILITIES

1. INDIVIDUAL DONOR DEVELOPMENT

- Project manage BMS' direct mail appeals – growing income through effective propositions and segmentation
- Be part of the creative process working with communications colleagues to produce strong and compelling fundraising materials for a wide range of media and channels
- Plan and participate in supporter engagement events throughout the year
- Work collaboratively across teams to help generate leads
- Review donor journeys, retention and acquisition approaches
- Collaborate with team members on the development of donor journeys to improve retention rates
- Provide, with your team members, a highly personalised level of thanking for

significant gifts, including handwritten cards and phone calls
- Work collaboratively across teams to ensure the smooth running of the individual donor thanking process
- Respond to individual enquiries, requests and complaints from supporters
- Promote the highest level of supporter care at BMS

2. MONITORING, ANALYSIS AND EVALUATION

- Regularly assess and evaluate the performance of individual giving activities against agreed financial and non-financial objectives
- Actively seek to develop a continuous learning approach and ensure learning is applied to new projects
- Ensure the CRM database is updated with accurate donor information for the purposes of segmentation, interrogation and interpretation of data trends

3. OTHER DUTIES

- Represent BMS and its mission: leading prayers, devotions and events, and building in individual giving asks, where appropriate
- Be an active member of the Supporter Engagement Team and the wider Communications department, contributing to planning, production and evaluation of other initiatives, including small events; join prayer times and devotions
- Participate in the development of organisational culture through prayer, staff away days, organisational events, training, and consideration for those we serve overseas and our UK supporter base
- Such other duties as your line manager may from time to time consider necessary and suitable
- Specific learning and development opportunities that support organisational development
- Specific learning and development as agreed with your line manager related to your role

PERSON SPECIFICATION

SKILLS, KNOWLEDGE AND EXPERIENCE

Essential

- Experience in managing projects
- Fundraising experience (personal or professional)
- Understanding of Christian giving
- Strong interpersonal skills and an ability to build effective relationships with supporters
- Computer literate
- Ability to work independently and prioritise to achieve competing deadlines across multiple projects, and work flexibly in a small multi-disciplinary team
- Customer service experience or donor engagement experience
- Excellent written and verbal communication skills
- Ability to work with and use data

Preferred

- Experience working in a charity
- Experience with an CRM to support reporting
- Comfortable with datasets, including data-manipulation and analysis
- Experience in handling budgets

PERSONAL QUALITIES

Essential

- Passion for fundraising
- Dedication to achieving excellent supporter relationships
- Mature, faithful and professional approach to the task and the team
- Have the highest level of integrity and standard of excellence
- High standards of accuracy and attention to detail
- Take confidentiality seriously and appropriately
- Work relationally and collaboratively
- Ability to manage competing demands
- Committed to ongoing personal training and development
- Personal values in full support of BMS' mission, values and goals

SPECIFIC OCCUPATIONAL REQUIREMENTS

- The job-holder must have the right to live and work in the UK
- The job-holder must be a committed Christian, fully in sympathy with the BMS vision statement.

SAFEGUARDING

A basic DBS check is required.

APPROVED BY LINE MANAGER

Date: 28/04/2026

REVIEWED BY DIRECTOR: Helen Harris

Date: 28/04/2026