



Job Description & Person Specification

Senior Fundraiser - Individual Giving & Supporter Relations (Maternity Leave Cover)

Location: Office-based - Hemel Hempstead with 1 day WFH (subject to agreement)

Contract: Fixed term (Maternity cover)

Hours: Part-time, 22.5 hours per week

Salary: Full-time equivalent IRO £35,000

Overall Job Purpose

This fixed-term maternity cover position ensures continuity and stability of income while delivering core Individual Giving activity.

A key focus will be leading the planning and delivery of appeals and campaigns, using supporter data and insight to shape activity, monitor performance, and apply testing and learning to enhance supporter experience and maximise income and return on investment.

Key Priorities & Responsibilities:

- **Individual Giving Delivery:** Oversee the operational delivery of the Individual Giving stream, managing activities across Individual Donations, Regular Giving, Mid-level Gifts, Appeals and Legacies to achieve targets and support long-term sustainability.
- **Donor Relationships:** Build and nurture relationships with existing donors, legacy pledgers and mid-level supporters, while identifying opportunities to engage new supporters.
- **Supporter Stewardship:** Oversee engagement programmes to ensure a positive supporter experience, maximising retention and lifetime value. Manage and develop the DENS Regular Giving scheme, enhancing supporter engagement and operational efficiency.
- **Appeals & Campaigns:** Lead the planning and delivery of appeals and campaigns, including a strong Winter Appeal, to engage supporters, drive donations and support organisational priorities. Monitor income performance, analyse campaign outcomes and provide progress reports to the Head of Fundraising.

Data, Insight & Compliance:

- Use supporter and CRM information to shape segmentation, targeting, campaign planning and stewardship across Individual Giving.
- Review campaign and income performance to spot what's working well and where improvements can be made, helping strengthen supporter experience and overall results.
- Oversee accurate donation processing and recording, ensure acknowledgements are timely and personal, and maintain compliance with fundraising legislation, Gift Aid rules and sector best practice.
- Use learning from previous activity to refine future campaigns, improve communications, and build stronger supporter engagement and loyalty.

Relationships:

- Build and maintain positive relationships with donors, supporters, internal stakeholders and colleagues across the organisation, promoting engagement and a “one team, one goal” approach.
- Collaborate with Comms and Finance teams to deliver multi-channel appeals, campaigns and smooth donation processing.
- Represent DENS as an ambassador, promoting our mission and encouraging support.
- Support the Head of Fundraising with wider fundraising activities as needed.

This list of tasks and responsibilities is not exhaustive, and the Post Holder may be required to undertake other duties as required by your Line Manager. This Job Description can be amended by agreement with Post Holder and Line Manager.

Person Specification

Requirements	Essential	Desirable
Education & Training	<ul style="list-style-type: none"> • A good standard of education 	<ul style="list-style-type: none"> • Fundraising qualification
Knowledge Experience	<ul style="list-style-type: none"> • An experienced Charity Fundraiser with sound knowledge and understanding of the principles and practices of supporter acquisition, donor journey development and motivations for giving • Proven track record in generating significant fundraising income and achieving targets • Experience of using fundraising data, analysis and insight to inform planning, targeting and decision-making. • Demonstrable experience of delivering successful appeals and multi-channel fundraising campaigns. • Experience of providing high quality supporter experience • Experienced in developing strategic operational plans • Effective financial management, control and prioritisation of budgets • Practical knowledge of a Fundraising CRM and MS Office suite 	<ul style="list-style-type: none"> • Sound knowledge and thorough understanding of all Individual Giving income streams including Donations, Regular Giving Mid-level Gifts, Appeals, Legacy and In-Memory Giving • Experience of developing and implementing an Individual Giving Strategy • Knowledge of Fundraising regulations and code of practice including data protection and Gift Aid • Experience of implementing a CRM system to target data for segmentation and broader fundraising planning • Knowledge of geographical area • Understanding issues surrounding homelessness, poverty and social exclusion
Skills & Abilities	<ul style="list-style-type: none"> • Outstanding relationship management skills with proven experience of building long-term and effective partnerships • Confident and effective communicator with the ability to influence/persuade a wide range of stakeholders • Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities to meet objectives and improve results. 	<ul style="list-style-type: none"> • Experience of fundraising banking and payment systems • Experience of building dashboards or reporting tools for fundraising performance

	<ul style="list-style-type: none"> • Excellent analytical skills with the ability to turn data into clear insight and actionable recommendations. • Excellent written and verbal interpersonal skills • Administratively self-sufficient with sound IT skills 	
Personal Qualities	<ul style="list-style-type: none"> • Insight-driven, curious and proactive • Professional, confident and approachable • Enthusiastic and hands-on • People-focused with a flexible and supportive attitude • Tact and diplomacy 	<ul style="list-style-type: none"> • Passion for the cause • Go the extra mile • Motivated to make a difference
General	<ul style="list-style-type: none"> • A willingness to work flexible hours including, on occasions, weekends and evenings to support the wider Fundraising Team 	

How To Apply

Please read the full **Job Description & Person Specification**. If you match our criteria:

- Fill in the **DENS Application Form** including your **Supporting Statement**
- Submit your application to **hr@dens.org.uk**

This role remains open until a suitable candidate has been appointed. For an informal chat, please ring Fran Martin on 07415 628730

Find out more about DENS at www.dens.org.uk

No agencies please.