

# ADDENBROOKES CHARITABLE TRUST

## JOB DESCRIPTION

<b>Job Title:</b>	Individual Giving Lead (Donor Development)
<b>Hours:</b>	Full time, 37.5 hours per week
<b>Term:</b>	Permanent
<b>Reports to:</b>	Head of Individual Giving & Supporter Engagement
<b>Location:</b>	Cambridge Biomedical Campus
<b>Working Arrangements:</b>	Hybrid with a minimum of two days a week in the office for full-time staff
<b>Salary:</b>	£30,000- £35,000 per annum (depending on skills and experience)

### A little bit about us

Addenbrooke's Charitable Trust (ACT) is dedicated to supporting innovation in patient care at Addenbrooke's and the Rosie hospitals. Whether it's treatment for an emergency, acute condition, pregnancy, or long-term illness, we believe that every patient deserves the highest quality of care available. Thanks to the immensely generous support of our funders, Addenbrooke's and the Rosie hospitals can provide a level of patient care beyond that which can be delivered by NHS funding alone and make projects happen sooner or to a greater degree than might have otherwise been possible. Charitable donations fund high-tech equipment, specialist staff, extra comforts, and vital research to find potential cures and help save lives locally, nationally, and worldwide.

We strive to make sure that all our activities are carried out in line with our organisational values, and that we are:

**Supportive, Innovative, Ambitious, and that we ACT with Integrity.**

### Summary

You will be an experienced, ambitious, proactive fundraiser who works fast and efficiently to develop relationships with individual supporters through a variety of channels including direct mail, email and digital channels.

Through testing, learning and optimising, you will work with colleagues across ACT to deliver a programme of offline and online products and campaigns (including appeals, newsletters and bespoke touchpoints) to existing supporters to generate income through one-off, regular giving and legacy income.

You will work with the wider Individual Giving team to develop our understanding of supporter motivations, to enable the creation of hyper-personalised communications and best-in-class supporter journeys within our development programme. We want supporters to feel proud to have chosen to support ACT.

You will be curious when it comes to data. Not just looking at what the data says, but what it tells us, and what we can learn from it. Using existing and new data insight tools, and your own curiosity, you will report on performance against KPIs, working towards continuous improvement. You will make recommendations for how and when to flex the development plan to ensure best use of budget, to maximise net-income, ROI and lifetime value.

In summary, you will form part of a new and exciting Individual Giving Team at ACT, helping to drive growth in this area of fundraising. You will be committed to putting the supporter at the heart of everything we do, not just because this will drive growth in income, but because this is part of our ethos, and our values – acting with integrity.

## **Main Duties and Responsibilities**

### **Strategy and planning**

- You will work closely with the Head of Individual Giving & Supporter Engagement to develop and deliver an Individual Giving Strategy. Overall responsibility for the strategy will sit with the Head of Individual Giving & Supporter Engagement but you will play a key role in contributing to the process as the ‘subject matter expert’ for supporter development.
- Devise, implement, evaluate and optimise an annual individual giving supporter development plan, as part of the wider Individual Giving Strategy.

### **Fundraising**

- Work with colleagues across ACT to deliver a programme of offline and online products and campaigns (including appeals, newsletters and bespoke touchpoints) to existing supporters to generate income through one-off, regular giving and legacy income.
- Work with the wider Individual Giving team to develop our understanding of supporter motivations, to enable the creation of hyper-personalised communications and best-in-class supporter journeys within our development programme. We want supporters to feel proud to have chosen to support ACT.

### **Targets and budgets**

- Deliver the projects needed to reach targets, keeping your team updated with progress.
- Monitor the allocation of the budget relating to your area of work, in conjunction with the Head of Individual Giving & Supporter Engagement.

### **Data, reporting, and administration**

- Using existing and new data insight tools, and your own curiosity, report on performance against KPIs, working towards continuous improvement. Make recommendations for how and when to flex the development plan to ensure best use of budget and to maximise net-income, ROI and lifetime value.

### **Innovation and Compliance**

- As well as the relationships you build internally, and the knowledge you gain of ACT, keep a watchful eye externally to identify trends and opportunities for supporter acquisition.

- Be the ‘subject matter expert’ for all things supporter development, sharing your knowledge and passion to inspire, and receive buy-in, from internal and external stakeholders.
- Ensure the projects you are responsible for are compliant with internal and external policies, Code of Fundraising Practice, and the law.

### **General corporate requirements**

To adhere always to ACT's policies and procedures as varied from time to time

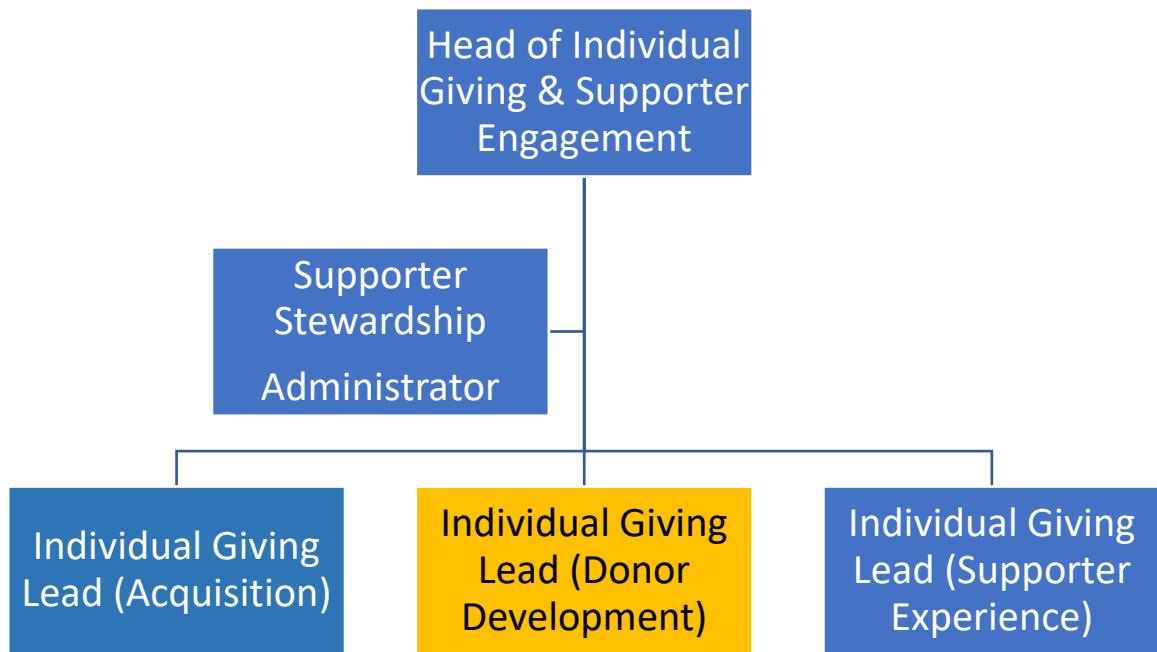
- Undertake not to reveal to any person or entity any confidential information relating to donors, patients and employees, policies, processes, and dealings and not to make public statements relating to the affairs of ACT without prior authority of the Director of Fundraising or CEO
- To ensure the effective and efficient use of ACT's resources
- To ensure that all duties are carried out to the highest possible standard.
- To be aware of individual responsibilities under the Health and Safety at Work Act 1974.
- To respect the confidentiality of all matters learned in the course of employment and respect the requirements of the UK Data Protection Act 2018
- To work in line with the Fundraising Regulator's Code of Fundraising Practice and other relevant legislation and guidance
- To ensure due regard is given to customs, values and spiritual beliefs of supporters, patients, carers and their relatives.
- To perform any other duties that may be required from time to time.
- To participate in team meetings, planning and any corporate development activities and initiatives as may be identified from time to time.
- To undertake any other reasonable task as may be identified as necessary by the senior management team from time to time.

*The job description outlines the duties required of this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job, or the level of responsibility outlined.*



**We strongly encourage candidates of different backgrounds and identities to apply. Each new team member is an opportunity for us to bring in a different perspective, and we are always eager to further diversify our charity.**

## Team



## APPLICATION PROCESS

Please send your CV and a covering letter explaining why you are a good fit for the role to [hr@act4addenbrookes.org.uk](mailto:hr@act4addenbrookes.org.uk)

**The closing date for applications is midnight on 8<sup>th</sup> February 2026.**

## ADDENBROOKES CHARITABLE TRUST

### INDIVIDUAL GIVING LEAD (DONOR DEVELOPMENT)

#### PERSON SPECIFICATION

##### Essential Skills

- Experience of managing projects in a fast-paced individual giving team
- Experience delivering a programme of offline and online supporter products and campaigns to generate income
- Experience of monitoring and reporting on KPIs relevant to this role
- Excellent communication skills, written and verbal (assessed at interview)
- Excellent attention to detail with a conscientious approach to your work
- Strong organisational skills and the ability to manage competing priorities and deadlines (assessed at interview)
- Proactive (assessed at interview)
- A good team player (assessed at interview)
- Strong numeracy skills to monitor budgets and project spend
- Computer literacy and experience with Microsoft Office packages (assessed at interview)
- Empathy and a passion and enthusiasm for the work of ACT

##### Desirable

- Experience of using Donorfy, or another CRM

## ADDENBROOKE'S CHARITABLE TRUST CURRENT EMPLOYEE BENEFITS



- Pension Scheme
- Group Life Assurance @ 4 x Salary
- Enhanced Maternity and Paternity Pay
- Annual Eye Tests + £65 (towards Computer Use Glasses)
- Leisure Centre on site
- NHS Discount Schemes
- Health Cash Plan
- Employee Assistance Programmes
- 25 days of Annual Leave + Bank Holidays
- Your Birthday Off
- Cycle 2 Work Scheme