Let's Talk Well Office, 4th Floor, Building 7, Vantage Point Business Village
Mitcheldean, Gloucestershire, GL17 ODD
Telephone: 01594 372777 Text: 07520634063
Email: hello@letstalkwell.org.uk Website: www.letstalkwell.org.uk

Job Pack

Job Pack: Individual Giving & Supporter Engagement Manager

Thank you for your interest in working for Let's Talk Well. The job pack consists of the following documents:

- Guidance Notes
- Job Details
- About Talk Well and the Role
- Job Description/Person Specification

The closing date for applications is **Monday 4 January 2027** , however we will be reviewing and interviewing potential candidates through the application window.

Let's Talk Well reserves the right to close this vacancy should the right candidate be identified.

Interviews will be held week commencing **11 January 2027 with options for remote or hybrid. Second interviews by invitation.**

Please return the following documents by the date stated above.

1. The completed Application Form
2. The Diversity Questionnaire

If you do not hear from us by the closing date it does mean that we have not been able to include you on our shortlist.

Completed applications should be sent to: recruitment@letstalkwell.org.uk

Or by post:
HR Department
4th floor, Building 8
Vantage Point Business Park
Mitcheldean
Gloucestershire
GL17 0DD

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Guidance Notes

Filling in the application form

- Please complete all parts of the application form. (**CVs will not be accepted in place of an application form).**
- Show clearly how your experience, knowledge, skills and abilities are relevant to the requirements of the person specification.
- Do not miss out experience gained in previous jobs but select the most relevant points. Also include details of any skills or experience gained from voluntary, committee or community work, etc.
- Use extra sheets if necessary, noting your name and the post you have applied for at the top of each sheet.
- Check the closing date to allow time for your application to reach us.
- We suggest you keep a copy of your completed application.
- Let's Talk Well does not usually acknowledge receipt of application forms unless specifically requested and a stamped, self-addressed envelope is enclosed. **Please note that if you have not been contacted by the advertised interview date then unfortunately you have not been successful in your application.**

Short-listing

When short-listing we will be looking for evidence that you have the knowledge, experience, skills and abilities to do the job as detailed in the job description and person specification. These provide the essential criteria against which your application will be assessed.

Commitment to Inclusivity and Diversity

Here at Let's Talk Well we want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. We try to create an encouraging, caring, supportive environment where everyone, from any background, can be themselves and fulfil their potential at work.

Please make us aware of any reasonable adjustments we may need to make for you and particularly address any special requirements you may have if you are invited for interview.

Keeping children, young people and families safe

Let's Talk Well is committed to safeguarding and promoting the welfare of children, young people and families and expects all staff to share this commitment.

As part of our Safer Recruitment Policy you must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced Disclosure and Barring check. You will be interviewed and assessed against the criteria set out in the job description and person specification. We are particularly careful to enquire into the character and background of applicants for appointments to posts that (a) involve direct and indirect contact with children and vulnerable adults or supervise those who have direct or indirect contact with children or vulnerable adults, (b) who are in positions of trust and influence and (c) who, by virtue of the authority and

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responsibility inherent in the post they hold, might be expected to be positively suitable to work with children and vulnerable adults. Seeking this information is not, in anyway, to reflect upon applicants' integrity but is necessary to protect the vulnerable and to assist us in making safe recruitment decisions.

The declaration section of the application form must be completed.

The post is exempt from the Rehabilitation of Offenders Act 1974, therefore, all convictions, cautions and bind-overs, including those regarded as 'spent' must be declared.

This means that any previous criminal convictions or cautions or bind-overs you have ever had, or any allegations made against you that relate to the safety or welfare of children and young people or vulnerable adults or about your behaviour towards children or young people or vulnerable adults must be submitted with your application form in a sealed envelope marked 'Confidential'.

Providing false information is an offence and could result in the application being rejected or summary dismissal, if the applicant is already in post, and possible referral to the police.

We recognise the contribution that people with criminal records can make as employees and welcome applications from them. A person's criminal record will not, in itself, debar that person from being appointed to this post. Any information given will be treated in the strictest confidence. All cases will be examined on an individual basis. A copy of our Recruitment of Ex-Offenders policy can be made available by contacting our HR team.

All employment offers are made subject to the following checks

- satisfactory clearance from the Disclosure and Barring Service where applicable;
- satisfactory references
- right to work check
- satisfactory health check

We aim to make the application process as straightforward as possible. If you have any further questions regarding your application or require any further general guidance or information about Let's Talk Well please contact a member of our Human Resources Department 01594 372777 or email recruitment@letstalkwell.org.uk

Thank you for considering applying to Let's Talk Well

About Let's Talk Well

Let's Talk Well is a charity established in 1993 serving Gloucestershire and surrounding areas. Let's Talk Well reaches hundreds of children and young people every year as well as offering support & advice to parents & professionals. We work to ensure that every young person has easy, prompt, independent access to appropriate support according to their needs. We offer:

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- Counselling - online and face-to-face for children and young people
- Family Counselling
- Parent Support
- Psycho-educational workshops for children, young people, parents & professionals
- Counselling Training courses

Let's Talk Well has a main office in Mitcheldean Gloucestershire; counselling rooms and home-based staff and volunteers working across the county. We strive to ensure young people, parents and families feel accepted, safe & valued, so that they can say what's on their mind, and be really listened to without the fear of being judged. We work with young people to help them build resilience & give them strategies to cope with situations they might be facing.

Our Mission, Ethos and Values:
Let's Talk Well is a Christian led charity that is not affiliated to any particular denomination, church or group. We provide services to anyone of any faith or none and we employ staff from any faith or none. As an organisation we believe that the Christian faith provides the foundation and motivation for the work of the charity and is the reason why we do what we do. Our mission *to improve, preserve and promote good mental health and wellbeing amongst children, young people and families* is borne from Jesus' words; *"I have come that they may have life, and have it to the full."* John 10:10.

An outworking of our Christian ethos means that we expect all representatives of the charity to treat everyone equally, with care and respect regardless of their race, gender, religion, sexual orientation, ethnic background, beliefs, status, ability or class. The ethos is given life through our relationships; the way we work together and behave with one another and those we serve, are a demonstration and authentication of our ethos.

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Our Values represent our core beliefs, that inspire and guide the choices we make, how we operate and how we interact with people:



Further information on our values, mission statement and vision can be found on our website –

[About us | Let's Talk Well]

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Job Detail

Job Title:	**Individual Giving & Supporter Engagement Manager**
Rate of pay:	**£21.13-22.87/hr(£41,203.50-44,596.50 FTE)** **(Pay grade range D3-D6 DOE)**
Reports to:	CEO
Responsible for:	Fundraising Relationship Manager
Place of Work:	Hybrid with a minimum of one day per month in our Mitcheldean office and attendance at key meetings, planning sessions and events. It is expected you will attend the office for the first week of your employment.
Hours of Work:	30-37.5 hours a week.
Contract:	Permanent (subject to funding)
Holiday:	5.6 weeks a year (inclusive of bank holidays) pro rata for part time employees.

Benefits:

- Enrolment into a direct contribution pension scheme (3% employer contribution)
- *We gift all employees the working days between Christmas Day and New Year's Day excluding Bank Holidays.*
- Additional leave is awarded based on length of service up to a maximum of ten days, and this starts to accrue from day one of employment.
- ***On completion of probation***:
  - Up to three volunteering days per year
  - Enhanced company sick pay
  - Blue light discount card
  - Free Sight test

Expenses:	Legitimate business expenses incurred as part of carrying out your job will be reimbursed.
Terms:	There will be a six-month probationary period where the successful candidate's suitability for the role will be assessed.

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Job Title:	**Individual Giving & Supporter Engagement Manager**
Responsible to:	Fundraising Relationship Manager with matrix management of Fundraising and Marketing Assistant
Job Purpose:	Let's Talk Well is strengthening its focus on unrestricted income to support the long-term sustainability of our work with children, young people and families. The Individual Giving & Supporter Engagement Manager will be responsible for the growth of unrestricted income through individual giving. The postholder will develop and deliver individual giving campaigns, grow the number of regular donors, increase one-off donations, improve supporter retention and build long-term relationships with supporters.
Main Duties:	**Individual Giving Strategy and Growth** • Develop and deliver Let's Talk Well's Individual Giving Strategy. • Establish annual income, acquisition and retention plans. • Grow unrestricted income through regular giving, one-off donations and fundraising appeals. • Develop fundraising propositions which clearly communicate impact and inspire support. • Identify, test and implement new individual giving opportunities. • Contribute to wider organisational sustainability and income generation planning. **Accountable for:** • Growth in unrestricted individual giving income. • Growth in regular giving income. • Growth in donor numbers. • Improved donor retention. **Donor Acquisition and Regular Giving** • Design and personally lead campaigns that recruit new donors. • Develop and grow Let's Talk Well's regular giving programme. • Create acquisition campaigns using digital, email, website and other appropriate channels. • Develop supporter journeys which move individuals from awareness to first gift and from first gift to regular giving. • Monitor campaign performance and optimise activity to improve results. • Develop donor upgrade strategies and encourage long-term giving. •

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	Accountable for: • Number of new donors acquired. • Number of new regular givers recruited. • Cost per acquisition. • Conversion rates. • Donor lifetime value. **Appeals and Campaign Delivery** • Plan and deliver individual giving appeals throughout the year. • Develop campaign objectives, messages, propositions and supporter communications. • Work with the Fundraising & Marketing Assistant to develop campaign materials and promotional content. • Ensure campaigns are delivered on time and achieve agreed objectives. • Evaluate results and implement learning. **Accountable for:** • Appeal income. • Appeal response rates. • Campaign return on investment. **Supporter Stewardship and Development** • Develop stewardship programmes that ensure supporters feel valued and connected to the impact of their giving. • Create donor journeys that encourage repeat giving and long-term support. • Develop pathways from community fundraiser to donor, and from donor to regular giver. • Promote in-memory and legacy giving opportunities. • Support high-value individual supporter relationships where required. **Accountable for:** • Donor retention rates. • Repeat donation rates. • Donor satisfaction and engagement. **Raiser's Edge, Data and Insight** • Act as organisational lead for Raiser's Edge. • Lead the ongoing implementation, development and optimisation of the CRM.

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	• Develop fundraising reporting systems, dashboards and KPIs. • Ensure accurate supporter and donor records are maintained. • Develop segmentation and supporter insight capabilities. • Produce performance reports for the CEO, Senior Leadership Team and Trustees. • Oversee fundraising administration and gift processing processes. • Ensure GDPR compliance and data governance. **Accountable for:** • Data quality. • CRM utilisation. • Fundraising reporting. • KPI monitoring and forecasting. **Leadership and Team Development** • Line manage and support the Fundraising Officer. • Provide matrix leadership to the Fundraising & Marketing Assistant in relation to fundraising campaigns. • Set objectives and monitor performance. • Promote a supporter-focused fundraising culture. • Ensure effective collaboration across fundraising, communications and service delivery teams. **Key Performance Indicators (Annual)** The final KPIs will be agreed annually, but are expected to include: • Growth in unrestricted individual giving income. • Growth in regular giving income. • Number of active donors. • Number of new regular donors recruited. • Donor retention rate. • Appeal income achieved. • Campaign return on investment. • Raiser's Edge data quality standards. • Delivery of fundraising reports and forecasting.

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General duties	• To attend regular supervision and 1:1 meetings with the CEO. • To attend staff meetings, training and organisational events as required. • To maintain accurate records and reporting systems. • To comply with all Let's Talk Well policies and procedures. • To comply with Let's Talk Well Health and Safety policies and actively contribute to risk management processes. • To ensure compliance with GDPR, fundraising regulations and information governance requirements. • To maintain strict confidentiality regarding supporter, employee and organisational information. • To act as an ambassador for Let's Talk Well at all times. • To undertake any other duties commensurate with the grade and nature of the role.

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Person Specification:

The person appointed will be expected to have the key essential skills and attributes listed below. The items under the heading 'desirable attributes' will also be useful. However, candidates who do not have these desirable attributes should not be deterred from submitting an application as relevant support/training can be made available for the right person.

Selection Criteria	Method of Assessment	Essential	Desirable
1 Training, Qualifications and Experience			
Significant experience in individual giving, supporter engagement or public fundraising.	Application Form, Interview	✓	
Experience of donor acquisition, retention and stewardship.	Application Form, Interview	✓	
Experience of planning and delivering successful fundraising campaigns.	Application Form, Interview	✓	
Experience using a fundraising CRM system.	Application Form, Interview	✓	
Experience analysing fundraising performance data and producing reports and insights.	Application Form, Interview Task	✓	
Experience of line management, supervision or leadership responsibility.	Application Form, Interview	✓	
xperience managing multiple projects and competing priorities.	Application Form, Interview	✓	
Experience developing regular giving programmes.	Application Form, Interview	✓	
Experience using Raiser's Edge.	Application Form, Interview		✓
Experience of digital fundraising.	Application Form, Interview		✓
Experience of legacy or in-memory giving.	Application Form, Interview		✓
Experience within the charity sector.	Application Form, Interview		✓
Membership of the Chartered Institute of Fundraising.	Application Form		✓

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2 Knowledge			
Individual giving and supporter engagement principles and best practice.	Application Form, Interview	✓	
Donor stewardship and relationship management approaches.	Application Form, Interview	✓	
Fundraising regulation, compliance and ethical fundraising practice.	Application Form, Interview	✓	
GDPR, confidentiality and supporter data management requirements.	Application Form, Interview	✓	
Equality, diversity, inclusion and anti-discriminatory practice.	Application Form, Interview	✓	
Current trends in individual giving and unrestricted fundraising.	Application Form, Interview		✓
Raiser's Edge functionality, segmentation and reporting capability.	Application Form, Interview		✓
Individual giving and supporter engagement principles and best practice.	Application Form, Interview	✓	
3. Ability			
The successful candidate will be able to:			
Develop and implement fundraising strategies and operational plans.	Application Form, Interview	✓	
Create compelling fundraising propositions, campaigns and supporter journeys.	Application Form, Interview	✓	
Analyse fundraising performance and identify opportunities for growth and improvement.	Application Form Interview Task	✓	
Use CRM systems and data effectively to support fundraising activity and reporting.	Application Form, Interview	✓	
Maintain accurate, secure and confidential supporter records.	Application Form, Interview	✓	

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Prioritise workload effectively and manage multiple projects simultaneously.	Application Form, Interview	✓	
Work independently whilst building effective relationships across teams.	Application Form, Interview	✓	
Develop supporter segmentation and donor engagement strategies.	Application Form, Interview		✓
4. Communication Skills .			
Excellent written communication skills, including the ability to develop engaging supporter and fundraising communications.	Application Form, Interview	✓	
Excellent verbal communication and relationship-building skills.	Application Form, Interview	✓	
Present information clearly, confidently and appropriately to a range of audiences.	Interview	✓	
Communicate in a way that reflects Let's Talk Well's values and culture.	Application Form, Interview	✓	

5. Commitment			
The successful candidate should be able to demonstrate commitment to:			
Respect the Christian ethos of the charity.	▪ Application form	✓	
To attend: • office Staff Team meetings on a regular basis. regular 1-1 sessions with your line manager.	▪ Application form ▪ Interview	✓	

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