



Recruitment Pack

# Individual Giving & Engagement Manager

October 2023

**Tommy's**  
Together, for every baby

Together, for every baby



## Welcome from Kath Abrahams, Chief Executive

Tommy's



A lot has changed in the 30 years since Tommy's started – not least the charity itself, which was founded by 2 obstetricians working from a hospital cupboard and has grown to become the UK's leading pregnancy charity.

In that time, we've heard from thousands of people sharing their stories of heartbreak and devastation, supported families at every stage of their pregnancy journey and built a very special community of support. Like you, we believe pregnancy and baby loss should never be 'just one of those things'.

We remain the largest charity funder of pregnancy research, and in 30 years, we've made huge progress researching causes of pregnancy complications and baby loss. We've found new tests and treatments that have made pregnancy safer and transformed families' lives.

We've ensured women and birthing people across the UK have access to the most up-to-date, evidence-based, lifesaving pregnancy information. We've shaped national healthcare guidelines and broken some of the silence surrounding baby loss. But there is still so much to be done.

Right now, 1 in 4 pregnancies end in loss during pregnancy or birth and 53,000 babies are born early every year.

We think that's unacceptable, and we are here to change that.

How do we do this? Tommy's is a medium-sized charity, but we think and deliver big. We are focused in meeting our goals, but we also want everyone to have a healthy work-life balance and feel well looked after. The wellbeing and personal development of our colleagues is a priority for us.

But don't just take my word for it. In our 2022 annual staff survey over 90% of the team feel teamwork is encouraged, that their director and line manager provide great leadership, and that we act with integrity. Our team also overwhelmingly feel this is a place where they can grow both professionally and personally.

I hope you will consider applying and joining the Tommy's family.



Kath Abrahams, Chief Executive

## A bit about Tommy's



### **Pregnancy complications and baby loss should not be seen as 'bad luck'**

Parents who suffer from miscarriage, stillbirth or premature birth may have heard one or more of the following common phrases:

'It's nature's way'

'You've just been unlucky'

'At least you can get pregnant'

Would this be an acceptable thing to say to someone who has a long-term health condition or disease?

We are supported by people who refuse to accept that a baby's death is just 'one of those things'. The people who support us want to do something about the lack of research and information around pregnancy issues. Like us, they believe every parent has the right to a healthy pregnancy and baby.

### **Our research saves lives**

We currently fund 4 research centres in the UK that investigate causes and find treatments for miscarriage, stillbirth and premature birth and improve maternity care across the UK. There are plans in place to open a new centre later in 2023 which will focus on preventing premature birth.

Our research centres also have clinics where we provide specialised antenatal care for women who are at high risk of having miscarriage, stillbirth and premature birth. They also have an opportunity to be part of our research through taking part in trials for pioneering new treatments.

They are under the care of a team of people who have a huge amount of knowledge, experience and understanding of the psychological effects of pregnancy loss.

Together with our teams of scientists and clinicians, they are helping us provide the evidence that will make antenatal care better for all.

### **We support parents-to-be**

We feel it's important to provide free, accurate and up-to-date information for medical professionals and parents-to-be around healthy pregnancy. We do this through our PregnancyHub.

# Our Mission and Impacts

We lead research and transform care.

We provide expert information and support throughout the pregnancy journey.

Working with communities and partners we challenge inequities and campaign for change to make pregnancy and birth safer for all.

Together, we save babies' lives.

We believe we've got the formula right for achieving this, because of the positive impact we've had to date:

50%

Stillbirth rates have halved in the UK since 2000



We can now spot who is at risk and we have pioneered predictive tests and treatments to improve outcomes

90%

of women attending a Tommy's pre-term birth clinic take home a full-term, healthy baby

100%

of parents attending a specialist Tommy's clinic for parents who've experienced stillbirth take home a healthy baby



Our pregnancy information services reach 70% of all pregnant women



Our campaigns are reaching millions and prompting behaviour change that is saving lives



Tools and guidelines created by Tommy's have been taken up by the NHS and midwives UK-wide

## Our Future Plans

- 1 **Grow evidence**, because baby loss and pregnancy complications aren't 'just one of those things'.
- 2 **Improve care**, because everyone should be provided with the best care and support.
- 3 **Tackle inequities**, because everyone deserves the same opportunities for a healthy pregnancy and birth.
- 4 **Mobilise for change**, because together, we will make pregnancy safer and save babies' lives.

## Benefits of working here



An overview of the full range of contractual and non-contractual benefits Tommy's people can get.

- ❖ **25 days' paid holiday**, increasing by 1 day (after two years of service), up to 30 days after you have been with us for 5 years. Paid bank and public holidays on top.
- ❖ **Buy up to 5 extra days of holiday** and spread the cost over the whole calendar year if you want. No qualifying period – you can start this from Day 1.
- ❖ **6 'flex' hours to use each month** to suit your lifestyle. Come in late, leave early or extend the weekend to suit your lifestyle – just make up the working hours within the fortnight.
- ❖ **No long-hours culture.** We work hard within our contractual hours, but we strongly discourage late working. We value the quality and efficiency of your work – not the length of time you put in.
- ❖ **Have a proper lunch break!** We insist our people have their lunch away from their desks, so you should always get a proper break. No one should work through their lunch at Tommy's.
- ❖ **And 'health breaks'–** have a long lunch (2 hours), and just make up the time on the day. No special arrangements to make.
- ❖ **Recognition of private time and space for prayer / religious observation** - just speak to your manager.
- ❖ **2 weeks' fully paid Sabbatical** after 5 years' completed service
- ❖ **Social committee** - Breakfast club, book club, karaoke, cinema, or just a good meal out: all suggestions are welcome, and everyone is invited to join in
- ❖ **Be part of some of the greatest mass-sporting events in the UK** – our wonderful supporters run in the London Marathon and take part in Tommy's ground-breaking London Landmarks Half-Marathon, as well as many other community events across the country. As a Tommy's colleague you'll get to join in the fun and make sure our supporters have the best possible experience – and of course get Time Off in Lieu (TOIL) for the time you put in.

- ❖ **Keep your work and home life separate.** We like our colleagues to enjoy their personal life as well as their working life. No-one is expected to address work matters outside of working hours unless it's a pre-arranged event.
- ❖ **Career-development.** All our colleagues are encouraged to join in career-development discussions. As Tommy's goes from strength to strength, we want to know how you would like your career to grow with us. A quarter of our people have been with Tommy's for 4 years or more.
- ❖ **Season-ticket loan scheme** – or use the loan to buy a bike. Spread the cost of your purchase with an interest-free loan from Tommy's, after your probationary period is completed.
- ❖ **Free eye tests** – get your sight tested and Tommy's will refund the cost of the test. And there's a £50 contribution from Tommy's if you are prescribed glasses - even if they are not for computer use.
- ❖ **Home working allowance** - claim up to £50 per year on any home working equipment you may need.
- ❖ **Company sick pay** - We have a great attendance rate at Tommy's, but if you are sick in any rolling 12-month period you can qualify for up to 20 days' full pay. If you are sick within your probation period, you are entitled to 50% of this allowance.
- ❖ **Compassionate leave** - Unfortunately you may experience personal difficulties, such as a bereavement which may affect your work. As a result, we offer 5 days of paid compassionate leave (pro-rata for part time employees) to assist employees during this period.
- ❖ **Parental Bereavement leave** - The pain of losing a child is incomparable, and in the unfortunate circumstance this should happen, we offer up to two weeks paid leave to support our employees during this painful time.
- ❖ **Enhanced maternity & parental leave pay** - No surprise here, babies are close to our hearts! We are mindful of the financial impact that may come with having a new bundle of joy, and as a result offer both enhanced paternity and maternity pay.
- ❖ **Training** - We offer a number of different training programmes to assist with your personal development, such as structured training for line managers and other role specific training - to be agreed with your line manager
- ❖ **Pension scheme** - You'll be enrolled in the first month of you starting: stay in the scheme if you wish or opt out if you prefer. Contribution rate is 4% employer and 4% employee.
- ❖ Centrally located, attractive offices – with a wide range of shops, cafes, and bars right on the doorstep.
- ❖ **Hybrid Working** - Tommy's employees are required to be in the office a minimum of 2 days per week and are provided with a laptop to facilitate this.
- ❖ **Brilliant people doing their jobs well!** This is who we are: come and talk to us!

## Equality and Diversity

At Tommy's, we know how important it is to recognise and value differences in our team. That's how we can build a passionate, effective workforce who are all driving together to meet our vision to halve the number of babies who die during pregnancy and birth by 2030.

We are committed to making our organisation a place where everyone is treated fairly, has the same opportunities, is supported to achieve their very best and feels welcome, included and part of the Tommy's team.

Our Equality, Diversity and Inclusion group is at the heart of our workplace and strives to make Tommy's an organisation whose work and culture reflect the families that we work with, our supporters and the baby loss community as a whole.

We strive to create an inclusive culture where people feel valued, involved, and appreciated, with a sense of belonging regardless of their differences. We aspire to achieve this by learning from peoples' lived experience, listening to their views, adjusting how we interact with our staff and reviewing processes, training, and policies to ensure they align with our goal of being an inclusive employer.

### Our Vision

**To stop the heartbreak and devastation of baby loss  
and make pregnancy and birth safe – for everyone.**

Tommy's is here for every baby, parent and parent-to-be. Whoever you are or wherever you live, everyone should be able to have a healthy pregnancy and baby and we want to bring about change so fewer babies die during pregnancy and birth. Women of African descent, Asian women and women from other diverse ethnic groups are currently the most vulnerable and high-risk when it comes to pregnancy outcomes.

Workplaces that welcome parents and pregnant people and are diverse in age, ethnicity, gender identity, marital or civil partnership status, race, religion and belief, sexual orientation, physical or mental abilities are better and more innovative organisations and more representative of those we seek to help.

Tommy's embraces and harnesses the talents, skills, and experiences of everyone who wants to help us in our mission to make pregnancy and birth safer for all. We are determined to be an organisation that truly values what all people can contribute to our cause and passionate about helping everyone who needs our advice and support.





Our recruitment process could involve one or more interviews; a written or oral assessment; and the online completion of psychometric questionnaires. If you are invited to an interview and you have a disability or condition which could impact on your ability to participate in Tommy's recruitment process, please let us know before your interview by emailing the Manager who is recruiting for this position.

We will be very pleased to make any reasonable adjustments to our recruitment process that are necessary to accommodate any long-term medical condition or disability you have. If you share such information with us, we will keep it confidentially, and we will only use it to make sure that we fulfil our employer responsibilities towards you.

We will only keep it for as long as we need to, and we will destroy it confidentially by shredding.

## Role details

Place of work	Nicholas House, 3 Laurence Pountney Hill, London, EC4R 0BB 50:50 office and home working pattern
Salary	£40,000 – £42,000 with excellent benefits
Contract type	Permanent
Reports to	Head of Individual Giving & Engagement
Hours	Monday to Friday, 9:00am to 5:00pm or 9:30am to 5:30pm

## Team description

We are looking for a highly skilled Individual Giving fundraiser to join our ambitious Fundraising team.

You will play a key role in our new Individual Giving & Engagement team to achieve key objectives and income targets.

You will be part of the Fundraising team covering:

- **Individual Giving & Engagement**
- **Trusts & Statutory**
- **Philanthropy**
- **Corporate Partnerships**
- **Sporting Events**
- **Community Events**

The role will report into the Head of Individual Giving & Engagement.

You will work closely with the Supporter Engagement Manager and Digital Marketing Officer on supporter journeys and digital acquisition to grow acquisition and retention rates.

You will also work collaboratively with the Marketing Team to deliver Individual Giving & Engagement programmes, campaigns, and income targets.

## Team description

<p><b>Role purpose:</b></p>	<p>This role leads on the management and development of projects and campaigns to acquire and increase the value and loyalty of new and existing supporters across both digital and direct channels.</p> <p>The projects and programmes managed by this role will contribute to Tommy's wider plan to raise over £10m+ by 2024. This role will project lead campaigns across single, regular, prize-led, legacy and in-memory giving.</p>
<p><b>Major/Key Responsibilities:</b></p>	<p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Develop strategy for your portfolio of IGE campaigns and projects in collaboration and consultation with the Head of Individual Giving and Engagement.</li> <li>• Contribute to the overall annual planning process and the direction for the Individual Giving &amp; Engagement programme across <b>cash giving, regular giving, prize-led, legacy</b> and <b>in-memory</b> products and channels.</li> <li>• Work collaboratively to determine: • Target audiences • Campaign targets and results • Messaging.</li> <li>• To support and contribute to the IGE 3-year strategy, plans and KPIs.</li> </ul> <p><b>Planning</b></p> <ul style="list-style-type: none"> <li>• Work with the Head of Individual Giving and Engagement and Supporter Engagement Manager on the development of IGE acquisition programmes inc., contact, engagement, and lead generation strategies.</li> <li>• Manage programme planning and campaign/programme review meetings.</li> <li>• Lead on the implementation, delivery and reporting for your IGE portfolio of products and campaigns.</li> </ul> <p><b>Financial Management</b></p> <ul style="list-style-type: none"> <li>• In line with the strategy for Individual Giving &amp; Engagement, draft detailed annual and campaign budgets following planning meetings for agreed activity.</li> <li>• Produce commentary for annual budgets for review and sign off by Head of Individual Giving and Engagement.</li> <li>• Produce monthly reforecasts with feedback and sign off from Head of Individual Giving and Engagement.</li> </ul> <p><b>Innovation &amp; Product Development</b></p> <ul style="list-style-type: none"> <li>• Continually scan the external environment for new public fundraising products for consideration for Tommy's product innovation cycle.</li> <li>• Manage a continuous test and learn cycle of new channels based on audience insight and sector learnings and trends.</li> </ul>

	<p><b>Internal Stakeholder relationships</b></p> <ul style="list-style-type: none"> <li>• Brief, monitor and manage internal stakeholders' relationships for Individual Giving campaigns and projects to ensure effective financial management, data management, supporter care, supporter engagement, digital product management and marketing processes are followed.</li> <li>• Identify opportunities, make recommendations, and create plans for the cross-sell of Individual Giving &amp; Engagement campaigns across all existing audiences.</li> </ul> <p><b>External Stakeholder management</b></p> <ul style="list-style-type: none"> <li>• Negotiate contracts and account manage suppliers/agencies to maximise value and ROI for services and campaigns.</li> <li>• Brief, manage and monitor performance of suppliers and where appropriate periodically review.</li> <li>• Ensure SLAs are met by suppliers/agencies and monitor their adherence to compliance and best practice to protect supporters and mitigate risks to the charity's reputation.</li> </ul> <p><b>Compliance</b></p> <p>Oversee, manage, and implement regulatory and best practice compliance for Individual Giving product, channels and activity is in line with Fundraising Regulator, CIOF, ICO, DMA, and ASA</p>
<p><b>Measures:</b></p>	<p><b>Single and Regular gifts (cause-led &amp; prize-led):</b></p> <ul style="list-style-type: none"> <li>• Acquisition total</li> <li>• Income</li> <li>• Average gift value</li> <li>• Upgrades</li> <li>• Lifetime value</li> <li>• ROI</li> <li>• Repeat engagement</li> <li>• Retention / attrition</li> </ul> <p><b>Legacy Marketing:</b></p> <ul style="list-style-type: none"> <li>• Notifications</li> <li>• Pecuniary and Residuary forecasting</li> <li>• Pledges</li> <li>• Intenders, Consider and Enquirer acquisition</li> </ul> <p><b>In Memory gifts:</b></p> <ul style="list-style-type: none"> <li>• Gifts</li> <li>• Engagement and Stewardship</li> </ul> <p><b>Payroll Giving:</b></p> <ul style="list-style-type: none"> <li>• No. of gifts</li> <li>• Acquisition</li> <li>• Additional giving</li> </ul>

<b>Scope:</b>	<p>This is a pivotal role in the Individual Giving &amp; Engagement Team, Fundraising.</p> <p>The IGE Manager will be primarily responsible for a portfolio of IGE fundraising across single, regular, prize-led, payroll, legacy and in-memory giving.</p> <p>They will work and collaborate across Fundraising, Data, Finance, Supporter Engagement, Marketing, Digital Product Management and Pregnancy Information.</p>	
<b>Authority/Decision Making:</b>	<p>This role will be responsible for the management, planning and implementation of IGE campaigns in consultation with the Head of Individual Giving &amp; Engagement.</p> <p>This role will be responsible for the portfolio management of IGE products and campaign reporting against the IGE income and expenditure budget which the Head of Individual Giving &amp; Engagement is primarily accountable for.</p> <p>This role will be the first point of contact for agencies across their IGE portfolio.</p>	
<b>Challenges:</b>	<p>This is a new role at Tommy's and involves managing multiple priorities involving internal stakeholders from several teams as well as managing external stakeholders.</p> <p>The IGE marketplace is competitive and saturated.</p> <p>The IGE Manager will need to increase market share by broadening the appeal of Tommy's cause, the reach of messaging and the effectiveness of activities.</p>	
<b>Key Contacts:</b>	<b>Internal</b> <ul style="list-style-type: none"> <li>• Head of Individual Giving &amp; Engagement</li> <li>• Supporter Engagement Manager</li> <li>• Digital Marketing Officer</li> <li>• Head of Data</li> <li>• Assistant Management Accountant</li> <li>• Deputy Director Finance</li> <li>• Fundraising Director</li> <li>• Fundraising &amp; Marketing teams</li> <li>• Pregnancy information team</li> </ul>	<b>External</b> <ul style="list-style-type: none"> <li>• Fundraising agencies</li> <li>• Fulfilment Houses</li> <li>• Print &amp; Mailing Houses</li> <li>• Legacy Giving agency</li> <li>• Payroll Giving agencies</li> <li>• Prize-led Giving agencies</li> <li>• Digital agencies &amp; platforms</li> </ul>
<b>Qualifications:</b>	<b>Required</b>	<b>Desirable</b> <p>Institute of Fundraising (CIOF / IOF) qualification or equivalent</p> <p>Chartered Institute of Marketing qualification or equivalent</p>
<b>Experience:</b>	<b>Required</b> <p>Experience of income generation from Individual Giving campaigns (acquisition and retention) across a variety of direct and digital channels (4 year minimum)</p> <p>Experience of managing single giving, regular giving campaigns across cause-led and prize-led campaigns and associated agencies.</p> <p>Experience of using databases to inform IG campaigns (Raiser's Edge experience desirable)</p> <p>Experience of setting, managing, and delivering budgets, reporting on KPIs, forecasting and reforecasting</p>	<b>Desirable</b> <p>Experience of fundraising for a medical research charity</p> <p>Experience of managing legacy and in memory campaigns and associated agencies.</p>

	<p>Experience of developing campaigns (internally and/or with agencies)</p> <p>Experience of matrix management of campaigns and objectives with internal and external stakeholders</p> <p>Experience of developing and evaluating acquisition and retention campaigns and activity across a variety of direct and digital channels</p> <p>Experience of project and campaign management to deliver acquisition and retention campaigns within agreed timescales and budgets.</p> <p>Experience of using databases for targeting, segmentation, testing and response analysis and how to apply these learnings to future campaigns.</p> <p>Experience of developing and delivering effective stewardship journeys for multiple audiences.</p> <p>Experience of developing and reviewing process management for iterative effectiveness and efficiency of products and campaigns.</p>	
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# Person Specification

	Required	Desirable
	<p>Project and campaign management skills and experience.</p> <p>Experience of composition, development and review of effective copy and content.</p> <p>Excellent written and verbal communication skills with the power to persuade, motivate and inspire whilst also delivering clear, concise messaging.</p> <p>Experience of composition of design briefs and review and develop artwork across direct and digital channels.</p> <p>Experience of managing, monitoring, and reviewing external suppliers and agencies.</p> <p>Excellent self-management and ability to prioritise a high and varied workload to meet tight deadlines.</p> <p>Experience of monitoring and evaluating campaigns and reporting results and make recommendations to improve performance.</p> <p>Ability to work proactively and take decisions, demonstrating initiative and taking action to solve problems and maximise opportunities for fundraising and awareness.</p> <p>Experience of working collaboratively, negotiating, and building internal and external stakeholder relationships.</p> <p>Experience of creative thinking and innovation in the development of processes, supporter communications and fundraising products.</p> <p>Experience of income and expenditure budget management - numerate and confident working with budgets.</p> <p>Experience of establishing credibility with internal and external stakeholders and work with them effectively.</p> <p>Ability to work effectively and positively as a team member of the Individual Giving &amp; Engagement Team and wider Fundraising and Marketing departments.</p> <p>Proactive in driving your personal development with the ability to positively seek and receive feedback on quality of work and approach from line manager and colleagues and act on development areas.</p>	<p>Experience with CRO and digital product development</p> <p>Experience of MS Projects, MS Planner and Trello</p> <p>Experience of Agile Project Management</p>
Qualities, Skills & Knowledge:		

	<p>Ability to positively manage difficult situations that may occur with a solution-led approach.</p> <p>PC Microsoft Word, Excel, and PowerPoint so that no further training is required to do the job. Personal attributes</p> <p>Knowledge of Charity Law, Data Protection, Fundraising Code of Practice, and other relevant marketing and/or fundraising standards across the UK</p> <p>Database &amp; CRM skills (preferably Raiser's Edge)</p> <p>A passion for the cause – to stop the heartbreak and devastation of pregnancy and baby loss – for everyone.</p>	
Languages:	<b>Required</b>	<b>Desirable</b>
	Professional fluency in English	
Competency Success Profile:	<ul style="list-style-type: none"> <li>• Manage multiple priorities.</li> <li>• Takes Initiative.</li> <li>• Clarity of tasks and duties.</li> <li>• Delivers high-quality products and services.</li> <li>• Driven to get things done.</li> <li>• Positive response to pressure.</li> </ul>	



## Tommy's values

### **We are evidence-driven:**

we find and follow evidence, and it guides us in achieving the greatest impact.



### **We are inclusive:**

we put tackling inequities at the heart of everything we do and treat everyone with empathy, consideration and care.



### **We are collaborative:**

we know we're stronger when we work together and build lasting relationships with communities and partners.



### **We are courageous:**

we are bold and unafraid to challenge established systems and thinking.



## Data protection

Tommy's collects information about its job applicants, employees and others. Such information is collected and used fairly, stored safely, not disclosed unlawfully and destroyed when it is no longer required.

A copy of Tommy's Employee Data Protection and Privacy Policy, including Retention of Employee Records, is available on request from Tommy's Data Protection Officer.

## Find out more

[tommys.org](https://tommys.org)

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