

Job Description

Job Title: Individual Giving Manager

Reporting to: Director of Development

Location: Ockbrook, Derby. Hybrid options may be available but must be able to commute to Derby on a regular basis.

Hours: 28 hours per week (0.8 FTE), flexible working arrangement

Salary: £46,000 per annum pro rata (£36,800 for 0.8 FTE)

About Over The Wall Camp

Over The Wall is a national children's charity that supports children with serious illnesses and their families to discover a world of mischief and magic. We provide free-of-charge residential camps and online activity camps that are designed to foster confidence, resilience and self-esteem in a safe and inclusive environment.

We are entering a transformative period, expanding into a new geographical area and celebrating the opening of our new site. This exciting phase offers significant opportunity to grow our supporter base and increase the impact of our vital work.

We are now seeking a proactive and strategic **Individual Giving Manager** to develop and implement a high-performing individual giving programme that engages regional and national supporters, maximises income from individuals, and builds long-term supporter relationships.

Key Responsibilities

Individual Giving & Supporter Engagement

- Develop and deliver a creative and data-driven individual giving strategy to recruit, retain and grow individual supporters.
- Lead on the creation of timely compelling fundraising appeals, and communications that drive engagement and income.
- Create a donor journey to retain and develop individual donors
- Capitalise on the opportunities presented by our new site and geographical expansion to build our individual donor base both regionally and nationally.
- Work with the communications team to ensure consistent and engaging messaging across print, digital and social platforms.

Database & Compliance

- Using the charity's database (Donorfy) to provide accurate segmentation, reporting and analysis to support fundraising activities. Database training will be provided and recruitment of a Database specialist will take place in 2026.
- Assist with the planning and preparation to migrate our data across to a new CRM in 2026.
- Lead on data management practices (alongside to ensure GDPR compliance and adherence to all relevant fundraising regulations and guidance.
- Produce regular reports and insights to inform decision-making and optimise fundraising performance.

Campaigns & Capital Appeal

- Support the Director of Development and Capital Appeal Director in the delivery of a regional capital appeal, contributing to campaign planning, case for support development, and donor communications.

Leadership & Development

- Work collaboratively with colleagues across the charity to foster a culture of philanthropy and donor stewardship.
- Day to day supervision of external suppliers such as creative agencies. Responsible for developing clear briefs and monitoring delivery against these.
- Contribute to the future growth of the team, with the expectation of line-managing at least one team member in the coming year.

Person Specification

Essential Experience & Skills

- Proven experience in individual giving or donor development within a fundraising or marketing role.
- Strong understanding of fundraising best practice, donor stewardship, and supporter journeys.
- Knowledge of or experience with fundraising CRMs such as Donorfy, Salesforce or Raiser's Edge and demonstrable experience in managing and analysing data through such a platform.

- Excellent knowledge of GDPR and fundraising compliance requirements.
- Experience in delivering multi-channel fundraising campaigns and appeals.
- Strong written and verbal communication skills, with the ability to create persuasive and emotive content for diverse audiences.
- Highly organised with the ability to manage multiple projects and meet deadlines.
- Experience in developing donor acquisition or retention strategies.
- Confident working independently and as part of a collaborative team.

Desirable Experience

- Experience contributing to a capital or major fundraising appeal.
- Previous experience or interest in managing and developing junior staff.

Personal Attributes

- Passionate about the mission and values of Over The Wall.
- Proactive, resourceful and solutions-focused.
- Comfortable working in a growing and evolving organisation.
- Enthusiastic about using data to drive insight and improvement.
- A team player with strong interpersonal skills and a collaborative approach.

What We Offer

- A salary of £46,000 per annum pro rata (£36,800 for 0.8 FTE)
- The chance to make a tangible impact at an exciting time of growth
- Flexible working and a supportive work environment
- Opportunities for professional development and training
- A culture that values creativity, integrity and collaboration – a really fun place to work!

To Apply:

Please submit your CV and a covering letter outlining your suitability for the role to recruitment@otw.org.uk. The closing date for this role is **11th December 2025**.