



# St Martin-in-the-Fields

## Individual Giving Officer

St Martin-in-the-Fields is more than a building. It's a centre of ideas and of vibrant, diverse communities. Its fine architecture and prominent location place it at the heart of the city and nation. It has a vibrant tradition; but St Martin's has always been innovative in response to changing needs. Architecturally, spiritually, culturally and socially, St Martin's has helped to form the world around it. And it's why we open our doors in welcome to people on the very edge of society, including those who are experiencing homelessness or sleeping rough.

### **About St Martin-in-the-Fields Trust**

St Martin-in-the-Fields Trust exists to raise money to support the costs of maintaining the historic building of St Martin's, as well as funding innovative and important programmes of work to secure the future of the organisation.

Recently the St Martin-in-the-Fields family has made public its intention of launching the "Yes Campaign", a campaign which seeks to secure funds for our historic buildings, reducing our carbon footprint, as well as building major new funds for the development of our music and culture programmes, our mission and ministry at St Martin's and around the UK, and for innovative new projects to help homeless and vulnerable people in our community (such as a new centre for homeless women in Wandsworth).

The Yes Campaign will involve raising over £30 million and implementing exciting and innovative projects over the next 6 years and the team of the St Martin-in-the-Fields Trust will have a pivotal role in it, leading the communication and fundraising.

## **The Role**

The Individual Giving Officer will play a vital role in fundraising activities to support our mission. As the Individual Giving Officer, you will be responsible for developing and implementing strategies to engage individual donors and supporters, cultivating meaningful relationships, and maximising their financial contributions.

At St Martin-in-the-Fields, the focus within the Trust team is to put the supporter and donor at the centre of everything we do, ensuring they feel inspired by our work and are engaged and committed to our cause and ultimately make a commitment to do something amazing.

### **Responsibilities:**

- To create and execute strategies to cultivate and grow individual giving income, including donor acquisition, retention, and stewardship programmes;
- To build strong relationships with individual donors and prospects through personalised communication, engagement events, and donor recognition initiatives;
- To coordinate all aspects of direct mail appeals and online fundraising to maximise donor engagement and revenue generation;
- To utilise the Donorfy database to track donor interactions, segment audiences, and analyse fundraising performance to inform decision-making;
- To manage the Trust's website pages to ensure all messaging is up to date and relevant, to manage social media/web comms;
- To work closely with the Digital Fundraising Manager and Marketing team to develop campaign objectives, messaging, stewardship plans and marketing strategies;
- To set up and undertake monitoring and evaluation reporting to assess campaign performance against agreed objectives and ensure these insights inform future decision making;
- To manage the Music Patrons membership scheme and act as the main point of contact with the Friends of St Martin's; and
- To identify opportunities and maximize the income and support generated by the footfall of over 1 million that St Martin's welcomes every year.

## **About You**

The successful candidate will be someone who demonstrates lots of energy and be full of ideas, as the team wants someone who will bring fresh concepts into the mix and the personal drive to execute them.

### *Essential*

- Experience of managing a range of projects or campaigns at any one time;
- Knowledge and experience of managing budgets and delivering financial results against agreed objectives, targets and timescales;
- Knowledge and understanding of Individual Giving fundraising;
- Knowledge and understanding of the importance of donor care;
- High standard of copy writing;
- Track record of communicating with supporters by telephone and through written communications; and

- Experience of devising stewardship plans to maximise income and engagement.

### *Desirable*

- Whilst this role does not carry an occupational requirement to be filled by someone with a practising faith, an affiliation with faith or an understanding of faith's role in the life of a congregation is also a valuable asset.

## **Working at St Martin's**

**Based at** – St Martin-in-the-Fields, Trafalgar Square, London

*We offer a hybrid work pattern with a blend of working between home and office (40/60)*

**Working pattern** – Flexible (35 Hours per week) + 1 hour paid lunch break

**Salary** – £30,000 per annum, plus workplace pension

**Holiday Entitlement** – 25 days per annum, plus 8 bank holidays

**Perks** – Free barista coffee and tea throughout your working day, 20% discount in the Café in the Crypt/Courtyard, Shop (excluding books), concert concessions and Employee Assistant Programme (EAP)

**Notice period** – 8 weeks/2 months upon successful completion of 6-month probationary period

## **Who we are looking for**

St Martin's welcomes applications from all sections of the community and is committed to maintaining an inclusive working environment, with a diverse workforce. We value individuality, equality and representation and appoint on merit.

## **Why should you apply?**

- You want to progress your career and increase your own knowledge and skills in a supportive and compassionate environment;
- You want a competitive salary and benefits; and
- You want to work in a progressive and inclusive environment that celebrates individuality and self-expression every day.

## **How to apply**

To apply for this post, please email the following to [peopleandculture@smitf.org](mailto:peopleandculture@smitf.org):

- A supporting statement, explaining why you believe you will excel in this role; and
- An up-to-date CV detailing your relevant achievements.

We will review applications as and when we receive them and reserve the right to appoint as soon as the right candidate is identified.