



Moorfields
Eye Charity



Job information pack

Individual giving officer

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moorfieldseyecharity.org.uk

Registered Charity No 1140679



[moorfieldseyecharitylondon](https://www.facebook.com/moorfieldseyecharitylondon)



[@eyecharity](https://twitter.com/eyecharity)



[moorfields_eye_charity](https://www.instagram.com/moorfields_eye_charity)

Welcome

Thank you for your interest in the work of Moorfields Eye Charity. We believe that people's sight matters and wish to strengthen our committed and passionate staff team by appointing an individual giving officer to join our fundraising and engagement team.

We are the main fundraising and grant-making charity for Moorfields Eye Hospital NHS Foundation Trust (Moorfields) and its academic partner UCL (in particular the UCL Institute of Ophthalmology), two world-leading institutions. We invest in life changing eye health by funding innovative research, equipment, patient care and training – benefitting patients in the UK and around the world.

We have ambitious plans. We are putting into action a new five year business plan that will see us grow to expand from our current commitment to raise and fund around £6m annually to become a £10m a year charity. We're delighted to be growing our team to help us achieve this ambitious goal.

We have a phenomenal once-in-a-century opportunity to create Oriel, a new home for eye care, research and education, bringing together Moorfields and the UCL Institute of Ophthalmology. This new centre is expected to open in 2026-27 and will be located near St Pancras in London. Philanthropy will play a critical role in the delivery of Oriel and we're leading a fundraising campaign, in partnership with UCL, to raise £100m to support this.

We both joined Moorfields Eye Charity because we are passionate about eye health and wanted to support the pioneering work of the world-leading partnership between Moorfields and UCL. The years ahead will be a time of exciting transformation for our charity as we play a pivotal role in creating Oriel, embed a culture of philanthropy across the Moorfields family, increase our fundraising and grant-making, deliver our ambitious strategy and make a difference to people living with sight loss.

We hope you are as excited as we are by the opportunity to play a key role in that journey and thank you for your interest in joining our team.

We look forward to hearing from you.



Robert Dufton
Chief executive

A handwritten signature in white ink that reads "Robert Dufton".



Rachel Jones
Director of development

A handwritten signature in white ink that reads "Jones".

Key information

Hours:

Full-time (37.5 hours per week)

Contract type:

Permanent

Salary:

£27,500 to £32,375

Annual leave entitlement:

27 days plus bank holidays, increasing after 5 years and 10 years service

Reports to:

Individual giving manager

Probation period:

6 months

Notice period:

3 months

Place of work:

City Road EC1, with flexibility to work part of the week from home (agreed for each post individually, depending on the nature of the role)



About the role

At this exciting period of growth across the charity, this new role is an important addition to the fundraising and engagement team to support and build on the success of the individual giving and lottery and raffle programmes.

Working with the individual giving manager, the individual giving officer will play a critical role in the delivery and growth of the charity's individual giving programme with the opportunity to lead on specific aspects of project management and data segmentation to ensure that we optimise our individual giving fundraising campaigns.

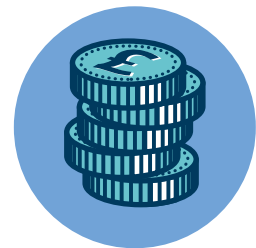
Impact report, 2022



£8.1m income raised



**Over £94,000 raised at
our annual fundraising
walks, Eye to Eye**



**£6.2m in new
awards committed**



Role description

Programme delivery

- › Working with the individual giving manager to develop and deliver a successful individual giving programme.
- › Work on assigned individual giving/ lottery and raffle campaigns to effectively recruit, develop, retain and/or upgrade supporters.
- › Set up and manage briefings, meetings and status calls with external agencies and internal teams to ensure that fundraising campaigns are delivered effectively and to time.
- › Manage schedules for each campaign and coordinate internal and external set-up.
- › Liaise with external parties and agencies to support and deliver individual giving / lottery and raffle campaigns.
- › Play a critical role ensuring that key stakeholders are involved and feedback in a timely way for the sign off process for each campaign ensuring all permissions are in place.

Data delivery to monitor and evaluate the success of the individual giving / lottery and raffle programmes

- › With the individual giving manager and data manager, undertake segmentation selection for appeals, targeting appropriate audience who are identified for all campaigns using accurate data analysis.
- › Ensure that individual giving and raffle and lottery campaigns are effectively evaluated and the key findings feed into future campaigns.
- › Work closely with the finance and resources team to ensure that data associated with the individual giving programme is appropriately managed, imported and exported to the charity's CRM.
- › Working with the individual giving manager to monitor activity against agreed budget, timetable, metrics and measures of success reporting trends and making recommendations for the future.
- › Work in accordance with data protection policies, adhering to best GDPR in all activities.

Promotion of the individual giving programme and lottery and raffle programmes

- › Prepare copy in-house for written and organic social media activities from promoting the charity's individual giving and lottery and raffle programmes.
- › Liaise with the charity's communication team and external digital agency to create dynamic paid-for-social media to promote individual giving and lottery and raffle programmes.
- › Ensure that all materials produced adheres to the charity's house style and branding guidelines.

Other duties

- › Any other duties as may be requested from time to time by your line manager.
- › Ensure that all activities are compliant with law, best practice and the charity's policies and procedures.
- › Occasional evening and weekend work as required.
- › As a member of the charity team to conduct your work and self to a high standard of professionalism and timeliness, being responsible and polite with all stakeholders. To be collaborative with, and considerate and supportive of colleagues as we work together to meet the common goal of delivering the charity's strategy to maximum impact.

A role description is a reflection of the current position and may change emphasis or detail in light of subsequent developments as the charity is a fast-paced environment. Duties may change from time to time, in consultation with the post holder.

The person

Every role at Moorfields Eye Charity helps ensure our success and there are certain skills necessary to support this.

We're looking for someone who has the following experience or demonstrable transferable skills:

Knowledge

- › Experience of working in a charity or marketing/membership organisation.
- › Understanding of delivering successful fundraising campaigns.
- › Experience of delivering excellent levels of customer care.
- › Experience of working on and delivering a varied individual giving programme and/or lottery and raffle programme.
- › Working to deadlines and prioritising work.
- › Proven ability to write engaging copy for different audiences across varied communication channels.

Skills

- › Excellent written and oral communication skills.
- › Excellent attention to detail and accuracy.
- › Ability to work independently, quickly and effectively under pressure.
- › Excellent IT skills including Microsoft word, Excel.
- › Use of a CRM system for both maintenance and interrogation purposes.

Personal qualities

- › Ability to build working relationships at all levels.
- › Self-motivated, pro-active and solutions focused, with ability to work on own initiative and to provide recommendations.
- › Personable with excellent manner and ability to engage stakeholders.
- › Trustworthy, reliable and demonstrable discretion.
- › Keen to be part of a busy, friendly team often under pressure.
- › Flexible approach to working hours to meet the needs of the role.

The following criteria would be desirable.

- › An interest in fundraising and supporting the health sector.
- › Understanding of the charity sector and its regulation.
- › Educated to degree level or equivalent.

Professional development

We're committed to your continuing learning and development. All of our team have personal learning and development plans in place that are reviewed, discussed and developed on a regular basis throughout the year. As a charity, we ensure that the time, resources and assistance are set aside to support you and maximise your potential and growth.

How to apply

Find out more and details of how to apply [here](#).

Your application should include your CV and a supporting statement (of no more than 2 pages) which addresses the following points:

- › how your experience applies to the role
- › why this role specifically appeals to you
- › why you want to be part of the team at Moorfields Eye Charity

If you think you could do the role, but don't have all the desirable experience, we would still welcome an application from you.

If you would like to discuss this opportunity further or have any questions about the role, please contact Dawn Ballard at dawn.ballard@charitypeople.co.uk

Final shortlisted candidate(s) will normally have the opportunity to meet members of the team or wider organisation.

