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## Individual Giving Manager

*“Learn about the role and why you should join us”*



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## 1. Introduction

Thank you for your interest in this role and in the work of the Greyhound Trust. If you are considering this opportunity, it's likely because you enjoy building things, and want to see the direct impact of your work with a cause that truly matters.

This is the **first dedicated Individual Giving Manager role** at the Greyhound Trust. It has been created to give individual giving the focus, creativity and strategic direction it deserves, and it offers significant scope to shape and grow our approach from the ground up.

You will lead the development of our individual giving programme, working across regular giving, appeals, digital fundraising, membership and supporter journeys. While we already have a loyal and generous supporter base, there is clear potential to deepen relationships, improve supporter experience and introduce new ways for people to give and stay connected to our work.

You will be joining a **compact, highly collaborative team**, where people are trusted to take ownership of their work and are also expected to contribute to the wider success of the organisation. This is not a role where success is measured in isolation. We rely on one another, work closely across functions, and share responsibility for making the whole charity as effective as it can be. Collaboration, accountability and a willingness to roll up your sleeves are essential.

This is a role for someone who enjoys both **strategy and delivery**. You will be hands-on; testing ideas, analysing results and refining approaches, while also helping to shape longer-term plans as part of a growing income generation function. You'll work closely with colleagues across marketing, communications and engagement to ensure individual giving activity is well integrated, insight-led and supporter focused.

The Trust is a **medium-sized, close-knit organisation** with a strong sense of purpose and a stable financial base, giving us the time and space to build our individual giving programme thoughtfully and sustainably rather than chasing short-term wins.

Above all, this is an opportunity to make your mark. As the first person in this role, you will have the chance to influence direction, embed best practice and help shape how the Greyhound Trust connects with individual supporters, ensuring we can care for and rehome even more greyhounds in the years ahead.

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## 2. About Greyhound Trust

Greyhound Trust has spent more than **50 years supporting greyhounds in their transition from racing into loving homes where they can thrive**. Our work is rooted in compassion, expertise and a deep commitment to doing what is right for every greyhound.

Each year, with an annual income of around **£4.5m**, we rehome thousands of greyhounds across the UK. Our dedicated network of branches and volunteers ensures that every dog retiring from racing is cared for, championed, and matched with the right home for its next chapter.

The world around us is changing — both within the greyhound racing industry and in wider society — and we are actively embracing that change. To meet the needs of greyhounds today and in the future, we are focused on building a **long-term, sustainable individual giving programme** that allows us to connect with new supporters, deepen relationships with existing ones, and grow our impact.

The Greyhound Trust is a **medium-sized, agile organisation** with a close-knit team and a strong sense of purpose. This is the **first dedicated Individual Giving Manager role**, offering the opportunity to shape and develop our approach from the ground up. You will have the chance to make a real difference; not only to the success of individual giving, but to the wider charity and the lives of greyhounds across the UK.

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### 3. Is this role right for you?

This role will suit you if you are an **ambitious, hands-on fundraiser** who enjoys working in a **small, collaborative team** where everyone is invested in the success of the whole organisation, not just their own area of responsibility. You are comfortable taking ownership, sharing ideas, and following things through, and you value **open communication, mutual support, and a culture where colleagues are trusted to innovate and experiment**.

You are likely to thrive here if you enjoy balancing **independent responsibility with teamwork**, and if you are motivated by making a **tangible difference** rather than simply delivering outputs. You are curious, thoughtful, and practical, and you are happy to contribute beyond your immediate remit to help the organisation succeed.

If you are looking for a role where **collaboration, accountability, and purpose genuinely shape the way the organisation works day to day**, and where your work will have a visible, meaningful impact on the lives of greyhounds and the supporters who make that possible, this could be a very good fit.

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#### 4. Job description



*The Greyhound Trust strives for the day when all racing greyhounds retire to loving homes and are treated with compassion and kindness.*

**Role:** Individual Giving Manager

**Location:** National Greyhound Centre in Horley, Surrey, RH6 9SX, with occasional travel to branches around the UK.

**Hours:** Full Time, 37.5 hours per week

**Reports to:** Head of Income Generation and Engagement

**Salary:** Circa £40k

#### Job Role

**Planning and delivery of the Greyhound Trust's fundraising from individuals to support delivery of our organisational strategy.**

This is a new role within our new and growing income generation and engagement team. Reporting to the Head of Income Generation and Engagement, the Greyhound Trust looks to you to review and develop current Individual Giving income streams, identify and implement new opportunities and deliver a sustainable growth plan suited to the Greyhound Trust brand, stakeholders, resources and strategic aspirations.

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Approaching 50 years of helping greyhounds in their transition from racing, matching them to homes where they will thrive in their retirement, the Greyhound Trust is embracing the rapid changes both in the greyhound racing industry and in wider society. The Trust has an annual income of c. £4.5m which enables us to find loving homes for 1000's of greyhounds that retire from racing every year.

We need to build a strong financial foundation that will allow us to care for and home even more greyhounds both today and in the future, engaging new supporters and motivating existing ones to continue their support.

### **Key responsibilities:**

- Under the direction of the Head of Income Generation and Engagement, create, deliver and evaluate a long-term Individual Giving strategy.
- Build a diverse and sustainable individual giving portfolio suited to the Greyhound Trust brand, stakeholders, resources and growth aspirations.
- Plan and deliver engaging multi-channel fundraising campaigns, appeals and/or product promotions.
- Use data and insight to drive performance, monitor results, and build cases for support.
- Develop and deliver supporter journeys to encourage loyalty and growth across all income streams.
- Integrate individual giving with wider brand, marketing, communications and retail initiatives.
- Provide support to branches in ad hoc individual giving activities.
- Work collaboratively with the PR / Engagement Manager to maximise impact of integrated campaigns both nationally and with branches.

### **Specific tasks (non-exhaustive):**

- In the context of the broader income generation strategy, devise and implement a long-term strategy for sustainable individual giving, covering all aspects of acquisition, development and stewardship across a range of channels and products.
- Regularly review the Greyhound Trust case for support, fundraising messages and audience analyses; develop tailored cases for support, messaging and products for specific campaigns or audiences.

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- In collaboration with the Head of Income and Engagement, devise and manage individual giving budgets, including income and expenditure forecasts, financial performance tracking, re-forecasting and contingency planning.
- Review and develop the charity's programme of appeals, regular giving and sponsorship products, lottery and donor development programmes.
- Provide advice and support to branches for one-off lottery or other individual giving initiatives; ensure compliance with our gambling commission licence nationally and through branches.
- Maximise digital fundraising opportunities whilst recognising the contribution of non-digital approaches for certain audiences and product types.
- Review opportunities for development of a mid-level giving programme and donor journeys which may lead to legacy or other high-value gifts.
- Review and develop opportunities for legacy and in memoriam gifts.
- Deliver a positive donor/supporter experience with the aim of retention of current supporters for the long term as well as acquisition of new donors, maximising the potential of all of our supporters.
- Ensure compliance with all relevant legal and best practice guidance relating to fundraising, nationally and by branches, including the Charity Commission and the Fundraising Code of Practice.
- Ensure data collection, management, use, storage and destruction comply with data protection law and best practice.
- Engage with staff and volunteers on the importance of fundraising from individuals and how their individual roles can enhance fundraising opportunities.
- Work closely with other members of staff to ensure individual giving-related products and initiatives are integrated with other areas of the charity, such as brand and marketing programmes, retail development and homing campaigns.
- Keep abreast - and ensure both Head of Income Generation and Engagement and Chief Executive are aware of - developments in the sector on all aspects of fundraising innovation, best practice and regulation.

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## 5. Person specification

<b>Skills and experience</b>	<b>Essential</b>	<b>Desirable</b>
Minimum three years in a relevant income generation role.	YES	
Demonstrable experience of devising and implementing strategies for multi-faceted individual giving programmes.	YES	
Demonstrable experience of budget setting, management and reporting in a medium or large charity.	YES	
Track record of meeting targets and growing sustainable income in at least one other not-for-profit organisation.	YES	
Demonstrable experience of donor acquisition across digital and traditional channels, including in-person events.	YES	
Demonstrable experience of donor development, journeys and stewardship.	YES	
Strong working knowledge of legacy and in memoriam giving.	YES	
Proficiency in CRMs such as Raiser’s Edge, Access, Donorfy or Salesforce	YES	
Broad experience of data and analytics systems and data protection.	YES	
Proficiency in the analysis of data and insight to develop deeper audience understanding and engagement.	YES	
Strong working knowledge of major donor development and stewardship.		YES
Broad experience of specialist individual giving products such as sponsorship, lotteries and raffles.		YES
Demonstrable experience in the recruitment and management of agencies, consultants and freelancers.		YES
Hold a full valid UK manual driving license.	YES	
Knowledge and experience of animal welfare.		YES
Affinity with the vision, mission and values of the Greyhound Trust.	YES	

### You will be:

- Professional and proactive, with a strong work ethic and “can do” attitude.
- Curious, analytical, data and insight-driven and innovative.
- An excellent communicator, negotiator and team-player.
- Capable of handling stressful situations while maintaining a positive demeanour.
- Exhibit excellent discretion and adhere to professional standards and confidentiality.
- Enthusiastic and empathetic towards the Greyhound Trust’s vision, mission and values.

You will sometimes be required to work or provide support outside of standard working hours for events and operational needs, so flexibility is key. This post and its role requirement will develop with the needs of the charity.

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## 6. Further information

Please see below information regarding fundraising targets. This table shows the increase in fundraising from 2025 to 2026. The 2026 targets are very achievable, and fundraising for this year is already well under way.

	2026 budget	2025 budget
Legacies	£1,750,000	£1,400,000
Donations - includes collection tins / small events / store collections	£157,500	£150,000
Greyhound sponsorship	£128,000	£122,000
Appeals	£58,500	£45,000
Lottery	£130,000	£120,000
Raffle & raffle donations	£75,000	£75,000
Gift Aid - calculated on 50% on donations / sponsorship / appeals	£52,948	£50,000
In Memory donation	£22,000	£20,000
Text giving	£2,000	
Web & social media inc. cash appeals	£79,853	£60,000

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## 7. How to apply

Your application should be submitted through the [Charisma website](#), and include:

- A comprehensive CV
- A supporting statement (no more than two pages) summarising why you're applying and how you meet the person specification

For an informal and confidential discussion about the role, please contact: Sandra Smith, Senior Consultant at Charisma Charity Recruitment, [info@charismarecruitment.co.uk](mailto:info@charismarecruitment.co.uk) or 01962 813300.

*We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status, or other category protected by law.*

**Closing date for applications: 19<sup>th</sup> May 2026**

**Please note that applications will be reviewed as they are received, we therefore encourage early applications as we may progress candidates to interview before the application deadline.**

**Interviews with Greyhound Trust will be held on a rolling basis.**