



<b>Job Title</b>	Head of Individual Giving	<b>Job Description Date</b>	11/12/25
<b>Department/Team</b>	Development & Fundraising	<b>Reports to</b>	AD of Development and Fundraising
<b>1. Context</b>			
<p>The Royal Hospital Chelsea is a historic institution providing sheltered accommodation (Long Wards) and full nursing care where necessary (the Margaret Thatcher Infirmary) for some 300 retired soldiers, known as In-Pensioners. It ensures Army veterans are provided with the support and comradeship they need in recognition of their service to the Nation and safeguards their historic home for the veterans of tomorrow.</p>			
<p>The role holder is expected to lead by example in demonstrating the Royal Hospital Values:</p> <ul style="list-style-type: none"> <li>• Nurture Belonging – unite through comradeship.</li> <li>• Respect Individuals – listen and act.</li> <li>• Encourage Pride – commit to high standards.</li> <li>• Enjoy Life – make people smile.</li> </ul>			
<p>All roles within the Royal Hospital Chelsea (RHC) have an integral part to play in contributing to the achievement of the Hospital's Strategy and Vision.</p>			
<b>2. Role Purpose:</b>			
<p>To create and build a sustainable and impactful individual giving income stream that will involve both acquisition and retention via multiple channels and to create the Charity's first lottery program.</p>			
<b>3. Principal Accountabilities:</b>			
<ul style="list-style-type: none"> <li>• Working closely with the Assistant Director of Development and Fundraising you will create a robust and sustainable IG strategy with budgets, key milestones and objectives to optimise donor engagement.</li> <li>• You will collaborate with the other income steam managers to create a seamless approach to lifetime supporter engagement.</li> <li>• Alongside the Assistant Director you will establish and deliver on a detailed and trackable annual budget that prioritises digital acquisition and retention.</li> <li>• You will develop and deploy strategies and programmes to grow the volume of supporters and optimise their long-term value and contribution and routes to market (ie. Digital, print, DRTV, SMS etc).</li> <li>• You will need to be an expert user of our CRM (Access) to ensure it is used effectively, efficiently and accurately using data to report and analyse performance and identify areas of concern or growth.</li> <li>• You will be responsible for the timely delivery all key campaigns and activities including appeals, acquisition and retention campaigns, upgrades, conversions, lottery and gift aid campaigns.</li> </ul>			
<b>4. Leadership expectations</b>			
<p>You will need to be a self-starter with creative skills at delivering complex IG programmes with limited resources. You will be technically astute whilst holding our supporters at the heart of all that we do. You need to be driven, articulate, inspirational and able to bring people with you on the complex elements of data and donor-journeys that build a successful IG program.</p>			



HOME OF THE  
CHELSEA PENSIONERS

## 5. Skills, Knowledge and Experience

### Essential

- Knowledge and experience of creating and developing an IG programme from the ground up
- Knowledge and experience of creating and developing a lottery programme from the ground up including demonstrable understanding of the gambling commissions regulations
- A demonstrable record of driving significant income through an individual giving programme
- Experience of strategic, tactical and budget planning and delivery
- Experience of agency management and evaluation
- Excellent understanding of charity legislation, fundraising regulatory trends and best practice guidelines
- Strong understanding of GDPR and its implications regarding individual giving
- Line Management experience

### Desirable

- Experience in working in a military, age-related or care giving charity

### Competences

- Analytical and financial budgeting skills
- CRM skills
- Ability to use and understand a variety of platforms and tools to improve the donor journey
- Understanding of fundraising compliance including new guidelines from the fundraising regulator and the CloF

### Qualifications:

- GCSEs (or equivalent) in English and Maths
- Ideally, but not essential – a qualification in Fundraising

Note: All RHC employees are expected to be flexible in undertaking the duties and responsibilities for their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.