HOME OF THE
CHELSEA PENSIONERS

Job Title	**Individual Giving Officer**	**Job Description Date**	November 2026
Department/Team	Development, Marketing and Communications	**Reports to**	Head of Individual Giving

Context

Founded in 1682, the Royal Hospital Chelsea is a unique retirement community for around 300 Army veterans, known as the Chelsea Pensioners, drawn from every corner of the United Kingdom. Located in the heart of London, it is a remarkable place defined by community, service, and a proud military heritage.

Working at the Royal Hospital Chelsea means being part of a close-knit, values-driven community where staff work collaboratively, support one another, and make a meaningful difference every day. We are looking for individuals who contribute to a welcoming and inclusive environment and lead by example with kindness, integrity, and professionalism. The RHC Way underpins how we work, guiding our behaviours and reflecting our commitment to caring for Chelsea Pensioners, colleagues, and the wider community, while striving for excellence and honouring our heritage. Built around *Compassionate Approach, Community Spirit,* and *Courageous Engagement*, it shapes how we treat others with dignity and respect, work together, and take responsibility with initiative and purpose in everything we do.

Role Purpose

Support in the planning and delivery of direct marketing fundraising campaigns, and to recruit new lottery players through a range of marketing channels, using targeted propositions to drive lottery participation while supporting wider fundraising objectives. Monitor, analyse, and evaluate campaign performance, using data and customer insights to optimise results, improve return on investment, and maximise income generation and player acquisition. Work collaboratively with internal teams, external agencies, and suppliers to ensure campaigns are delivered on time, within budget, and in compliance with relevant fundraising and gambling regulations. Identify opportunities to test new creative approaches, channels, and audience segments, making recommendations to continuously improve campaign performance and supporter engagement.

Principal Accountabilities

- Support the Head of Individual Giving on the planning and delivery of multiple income generating campaigns including cash, regular giving and lottery.
- Support in the planning and project management of campaigns, ensuring projects are delivered on time, to income target and to expenditure budget.
- Produce project plans, briefs and schedules, liaising with internal and external stakeholders, to ensure all aspects of a campaign are set up ahead of start dates and all communications are on brand and meet accessibility standards.
- Monitor and evaluate campaigns, analysing results and proactively making recommendations to improve the overall programme (for both retention and acquisition), grow income, deliver cost-efficiencies and improve supporter experience.
- Support the Head of IG to accurately monitor income and expenditure budgets for the acquisition programme, including designated campaigns and activities.
- Manage relationships with key suppliers and agencies, including gaming suppliers, Professional Fundraising Organisations, and design and print agencies.
- Partner with members of the Individual Giving team and other teams across the organisation, to ensure all aspects of campaigns are fully briefed and set up correctly. This will require working closely with the Head of Supporter Experience and the Marketing and Digital team, as well as Procurement and Finance.

- Undertake departmental batching activities, ensuring supporter income and related financial transactions are processed accurately, securely, and in a timely manner.
- Support in delivering reliable day-to-day team administration, including supporter inbox, telephone and post management, acknowledgements, Gift Aid and CRM record updates, and office and facilities tasks, ensuring supporters receive a prompt and professional response.
- Responsible for compliance across campaigns considering Fundraising Regulator codes, Gambling Commission requirements and GDPR regulations, and applying them to all campaigns and projects.
- Contribute to the overall IG team plans, and wider income generation and engagement activities, and help create a positive working environment in which equality and diversity are valued.
- Contribute to achieving the objectives of The Royal Hospital Chelsea.
- Undertake any additional and ad hoc tasks as required.
- Participate in team meetings and other meetings as required.
- Provide verbal and written reports as required and update plans where necessary.
- Represent The Charity at external events.
- Work within an equal opportunities framework.
- Comply at all times with the Health and Safety policy and adhere to all RHC policies, procedures and working practices
- Adhere to the Fundraising Code of Practice and ensure that all team members are up to date with current practice and ensure all data is processed within the framework of the Data Protection Act (1998).

Behavioral & Leadership expectations

Project Management and Organisation - Demonstrates the ability to plan, coordinate, and deliver multiple campaigns simultaneously while meeting deadlines, budgets, and income targets.

Collaboration and Relationship Building - Works effectively with internal teams (Data, Digital, Finance, Procurement, Supporter Care) and external agencies and suppliers to achieve shared objectives.

Analytical Thinking and Continuous Improvement - Uses campaign monitoring, evaluation, and data analysis to identify opportunities, make informed recommendations, improve supporter experience, and increase income.

Accountability and Compliance - Takes ownership of ensuring campaigns comply with relevant regulations, including fundraising codes, gambling legislation, GDPR, organisational policies, and accessibility standards.

Leadership and Professional Integrity - Leads by example through representing the charity externally, contributing positively to team goals, promoting equality and diversity, maintaining high professional standards, and supporting a collaborative working environment

Skills, Knowledge and Experience

Campaign Planning and Project Support - Experience of supporting the planning and delivery of multi-channel fundraising or marketing campaigns, from conception to completion, ensuring they are delivered on time, within budget, and achieve income targets.

Budget Management and Financial Awareness - Experience monitoring campaign income and expenditure, managing budgets, tracking performance against financial targets, and identifying cost-efficiencies.

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Data Analysis and Performance Evaluation - Strong analytical skills with experience monitoring campaign performance, interpreting data, producing reports, and making evidence-based recommendations to improve future campaigns and supporter engagement.

Stakeholder and Supplier Management - Experience building and maintaining effective relationships with internal stakeholders (e.g., Data, Digital, Finance, Supporter Care) and external suppliers, agencies, and fundraising partners to ensure successful campaign delivery.

Knowledge of Fundraising Regulations and Data Protection - Excellent knowledge of the Fundraising Code of Practice, GDPR/Data Protection legislation, Fundraising Regulator guidance, and Gambling Commission requirements, with experience ensuring campaigns remain compliant with relevant legal and ethical standards.

*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.