

LIBERTY

Recruitment Pack: Individual Giving Manager

Liberty is an independent campaigning organisation. At Liberty, we challenge injustice, defend freedom and campaign to make sure everyone in the UK is treated fairly.

Liberty is seeking an experienced, dynamic and ambitious Individual Giving Manager to implement a recently adopted individual giving strategy, lead a fast-paced team, recruiting to new posts where needed, and lead the next phase of increased public fundraising as we deliver on Liberty's exciting [new three-year strategy](#).

We are looking for someone experienced in digital communications and conversion, excited by the chance to work across a range of human rights issues, and who brings solid experience in leading a team.

POSITION DESCRIPTION	
Position title:	Individual Giving Manager
Position reports to:	Head of Communications and Engagement
Employment status:	Permanent, Full Time
Salary:	£51,464 (E1 Salary scale)
Hours:	35 hours per week
Location:	Hybrid - 2 days a week in the office, Westminster, London
Closing date for applications:	9am Wednesday 16 September 2026
Interview dates:	First Round (online): Wednesday 23 September 2026 Second Round (at Liberty's Office): Provisionally Thursday 1 October 2026. Please note that due to the capacity of the team we find it difficult to arrange alternative interview dates. If you are unable to attend these dates please let us know before you apply.

About the team

Liberty's Individual Giving Team sits within the wider Communications and Engagement Team. The Individual Giving Team secures circa £1 million from individual donations and membership contributions each year. We also work with Liberty's Philanthropy Team on mid-level income and are in the early stages of testing fundraising through challenge events. Two per cent of the overall income is individual giving (outside of membership) and a key element of the role will be to implement the new Individual Giving strategy and increase this income stream.

The team is currently made up of three roles: one Manager (this role), one Officer and one Assistant. The Assistant position is currently vacant.

We are a supportive team. While we have specialisms, we are agile and work together collaboratively. The nature of the role also means the postholder will be working closely alongside all teams across the organisation, with good exposure to all of Liberty's work.

Our current priorities are to maximise the success and profitability of supporter acquisition and conversion (mostly digital), forming tailored, data-driven supporter journeys (online and offline), creating a culture of testing, evaluating and optimising, and delivering engaging, integrated fundraising campaigns based on Liberty's public campaigning and legal cases, and the investigative journalism of Liberty Investigates.

We are also focused on developing the Individual Giving Team, and how the team's work is understood and supported across the organisation.

About the role

This pivotal role leads the implementation and delivery of a newly adopted Individual Giving strategy. The programme is built around digital first, multi-channel, direct marketing activities and journeys that inspire and motivate new supporters (donors and members) to join Liberty's supporter base, and continue to give, take action, and engage.

The post leads the development and implementation of new acquisition campaigns from idea to launch. Until recently, acquisition was driven by lead-generation, converting leads to members. A priority for this role is to recruit directly to, and convert to, regular and cash giving, testing new channels, propositions and approaches.

Liberty's supporters act. They sign petitions and add their names to hand-raisers. This means we know what matters to them, collectively and individually. There is the chance to build on the early success seen from tailored and personalised communications and journeys based on known motivations and areas of interest.

The team is working towards an annual fundraising target of approximately £1m.

KEY RESPONSIBILITIES

The Individual Giving Manager has a set of core responsibilities to which specific tasks and projects may be added based on their skills and experience.

Lead the implementation of the individual giving strategy and budget, ensuring the team is well-supported, effective and efficient, motivated, and aware of the part they play in the success of individual giving at Liberty.

- With oversight from the Head of Communications and Engagement, be responsible for drafting and delivering the annual workplan needed to deliver the objectives laid out in the individual giving strategy. Regularly reporting on progress against objectives, making recommendations for optimising where necessary.

KEY RESPONSIBILITIES

- With support and oversight from the Head of Communications and Engagement and the Finance and Operations Director, be responsible for the smooth, efficient and effective running of the CRM and associated databases to meet the needs of Individual Giving and, where appropriate, the needs of the organisation more widely, making recommendations for improvement.
- Working with finance colleagues to monitor, report on and reconcile income received from individual giving activity, and the expenditure budget associated with it.
- Ensuring that individual giving is represented in cross-team project groups and that individual giving objectives are embedded into campaign plans.
- Maintain up-to-date knowledge and information about Liberty's work and impact.
- Build and maintain an up-to-date bank of process guides, reporting dashboards and tools to ensure efficient CRM processes and data insights. Driving forward a culture of curiosity, a hunger for insights, and a commitment to making decisions based on data, not assumptions.
- Support the Head of Communications and Engagement to develop income and expenditure budgets and to monitor expenditure. Ensure the Individual Giving team's compliance with the finance policy.

Manage and monitor a range of direct marketing campaigns, including Liberty Magazine, digital, direct mail and telemarketing (pilot), ensuring all campaigns are delivered on time and within budget.

- Being accountable, and in some cases personally responsible for, the planning and delivery of all marketing and communications to individual donors and members, across Liberty and the Civil Liberties Trust.
- Where necessary, work with other teams and external suppliers to co-ordinate and draft all required content and materials on a timely basis.

Optimise donor stewardship journeys across online and offline channels to increase the lifetime value of supporters.

- Be accountable for, and personally responsible in some cases, for the planning and delivery of effective segmented stewardship journeys.
- Plan and send personalised and tailored communications, with calls to action, based on the campaigns and themes we know matter to individual supporters, adding offline touchpoints where appropriate – testing, learning and optimising at every opportunity.

Ensure effective relationships with, and management of, external agencies and suppliers to ensure the effective delivery of the Liberty's individual giving programme.

- Source and manage suppliers required to deliver the individual giving strategy, in line with Liberty's procurement policy and procedure.
- Meet regularly with suppliers to ensure they're well informed, effectively and efficiently briefed, held to account, and motivated to deliver their best work for Liberty.

KEY RESPONSIBILITIES

Lead and manage the Individual Giving Team.

- Provide regular, effective and personalised leadership and line management to the Individual Giving Team. Ensure direct reports are empowered, informed and well-supported to deliver their individual and collective objectives. Support team members to develop in their roles and build their confidence, experience and expertise.
- Take an active role in the maintenance of a positive and effective workplace culture
 - maintain a strong focus on what's needed to facilitate exceptional delivery
 - clearly communicate organisational direction and change
 - provide timely and constructive feedback to new initiatives and reviews including working with those you line manage as needed to collate and offer solutions-focused feedback to issues.
 - take part in and actively contribute to management training sessions.

Looking outward, spotting trends across the sector, being well-connected and at the forefront of innovation.

- Develop and maintain strategic relationships with across the fundraising sector the purpose of maintaining an awareness of sector challenges, best practice, solutions and opportunities.
- Act as a Technical Expert for Individual Giving, keeping up to date with relevant legislative, compliance and best practice changes. Advising colleagues in technical areas as appropriate.
- Identify and support the cultivation of new opportunities.

Liberty's Annual General Meeting

- Project Manage all aspects of the delivery of a smooth running and effective AGM and election process.

Other duties:

- Represent Liberty at events and pitches as required.
- Gather and share information to strengthen best practice across the team.
- Stay up to date with the external fundraising sector and relevant fundraising regulations.
- Both individually and through those you manage, contribute to and deliver the anti-oppression workplan as it relates to the Individual Giving team, and support the embedding of Liberty's anti-oppression strategy.
- As required, support the Philanthropy team through drafting and reviewing funding applications/reports relevant to your team's work and, ensure that your team collates and produces evaluation data for funder reporting as requested.

KEY RESPONSIBILITIES

- Under the direction of SLT, prepare reports for Liberty Boards/Sub Committee and attend governance meetings to present areas of your work and answer questions.
- With the support of the Head of Communications and Engagement, as required lead on the delivery of all staff briefings on areas of your work.
- Maintain an awareness and knowledge of developments in human rights and civil liberties in the UK including maintaining strong political instincts and an understanding of what influences policy-makers. Proactively monitor parliamentary business, government announcements and media coverage to keep on top of political trends.
- Assist with other communications and fundraising tasks as required.
- Perform other duties as required as requested by the Head of Communications and Engagement.

SELECTION CRITERIA

		Essential	Desirable
Knowledge & experience	A minimum of two years' experience in a similar role	✓	
	Experience in writing, creating and managing high-quality and effective digital communications for fundraising – including email and social	✓	
	Experience managing multiple projects at once, from ideation to delivery, setting objectives, managing timelines, and overseeing and supporting others to perform their assigned tasks efficiently and effectively	✓	
	Experience in digital conversion of leads	✓	
	Experience of ensuring compliance within fundraising or marketing activity, including working knowledge of the Code of Fundraising Practice, Data Protection legislation and PECR requirements	✓	
	Experience in stewardship and the development of relationships with existing supporters	✓	
	Line management experience	✓	
	Demonstrable experience and knowledge in drawing out insights and learnings from data, and acting upon it	✓	
	Experience managing a challenge events programme		✓
Competencies	Strong interpersonal and team working skills with the ability to work collaboratively and build relationships with a wide range of stakeholders	✓	
	Excellent levels of self-motivation and proactivity – ability to manage work and deadlines	✓	

SELECTION CRITERIA		Essential	Desirable
	independently, including a strong awareness of when to escalate issues		
	Strong IT skills, including having used Microsoft Office and CRMs extensively	✓	
Values	Commitment to human rights and Liberty's cross-party, non-party status.	✓	
	Commitment to building a fair, compassionate, and diverse working environment	✓	

IMPORTANT INFORMATION

1. Application forms should be uploaded as a pdf document to the [Job Board](#) via our website with the job title as the subject no later than:

9am, Wednesday 16 September 2026

Applications received after the closing date will not be considered. We cannot accept CV's.

2. You will receive an automatically generated response confirming receipt. If you **DO NOT** receive this response, please check your junk folder. Any questions or issues, please contact HR@libertyhumanrights.org.uk

First round interviews are scheduled online on Wednesday 23 September 2026

Second round interviews will be held on Thursday 1 October 2026 (provisional)

Details of the interviews will be confirmed by email. Please note that due to the capacity of the team we are unable to offer alternative interview dates so please hold these dates in your diary before you apply.

3. Applicants who have not been short listed will be notified by email. **Due to our limited resources, we are unable to provide feedback on applications.**

Interview panels will be made up of two to four people who will each ask the candidates questions. The questions are intended to allow you to expand on your application and to demonstrate to the panel how far you meet the essential and desirable requirements of the post. All candidates are asked a uniform set of questions and may also be asked follow-up questions to clarify or expand on individual answers. At the end of the interview candidates will also have an opportunity to ask questions about the job, conditions of service, etc. Some of the questions will be sent to you in advance of your interview, although there will be some follow up questions based on the answers you give in the interview.

4. Shortlisted candidates may be asked to complete a pre-interview or written task.
5. Once all interviews have taken place, shortlisted applicants will be contacted and informed of the outcome either by email or phone and offered the opportunity to receive feedback.
6. If you have a special requirement for completing the interview or a task due to an impairment or connectivity reasons, please contact us at HR@libertyhumanrights.org.uk.
7. You can find our privacy notice for job applicants [here](#).