

Friends of the Earth – Job Description

Job title	Philanthropy Officer
Reporting to	Senior Philanthropy Officer
Team	Major Partnerships
Career stage	Grade E
Contract type	Permanent
Location	Flexible
Line management	N/A

Purpose of the role

The Major Partnerships Team manages relationships with major and high value donors, trusts and statutory funders, corporate partners, and donations from legacies.

A unique role on this team, the Philanthropy Officer runs the day-to-day operations of the High Value programme, which aims to increase giving from donors that sit between our Individual Giving programme and our Major Donor programme. This includes producing both written and email appeals, stewardship mailings, and day-to-day management of the pool of approximately 600 donors. Our new colleague will be responsible for reviewing the success of the programme on an ongoing basis and identifying and making recommendations for improvements and growth.

The Philanthropy Officer will report to the Senior Philanthropy Officer who will provide overall strategic guidance to the programme. The role will work alongside colleagues in the Individual Giving Team, Supporter Insight Team, Supporter Care Team and all members of the Major Partnerships Team to ensure supporters receive an excellent donor journey at Friends of the Earth.

Key responsibilities and tasks

- Manage the day-to-day execution of the high value programme – a recently established programme for approximately 600 donors who give between £500 and £2500 per year. This involves answering donor questions, sending emails to keep donors up-to-date and engaged, and talking to donors by phone.
- Meet income targets by designing, crafting and executing written, phone, and email appeals. This involves determining the concept, writing the copy, leading the editing process, working with the creative team on design, and executing the logistics of two to three mailings per year.
- Engaging and stewarding donors through existing stewardship plans (magazine, thankathon, etc.) and by developing new ideas.
- Innovate and identify new ways of engaging donors besides traditional print formats. Test and monitor the success rate of new ideas and implement improvements. This includes coming up with new ways to ask donors for financial support as well as creative ideas for stewardship.
- Work with colleagues across the organisation, such as the Campaigns and Campaign Activism Teams, Major Partnerships Team and Individual Giving Team, to identify funding opportunities that excite and engage high value donors. Also work with high value fundraisers across the sector to share learnings and best practices.

- Provide and review figures for income forecasting, reforecasting and income review for the High Value programme.
- Maintain accurate and up-to-date records of relationships on our database, CARE, working in compliance with GDPR and Fundraising regulations. This includes managing the movement of donors through a pipeline from the Individual Giving programme to the High Value programme.

Person specification

Essential:

- Experience and confidence in building relationships and donor management cycles. Have a good understanding of what motivates people to give; what excellent donor stewardship looks like; how to make asks; and how to thank donors, including personalised communications to top tier donors.
- Demonstrable experience of generating clear and compelling written communications including appeals and stewardship reports. An ability to present information to a range of audiences in a clear and confident manner by phone, email, in writing, and in person.
- Demonstrable experience in conceptualising and delivering new ways of communicating with donors both in terms of stewardship and asking for gifts.
- Excellent organisational, time, and project management skills.
- Comfortable working flexibly and autonomously in fast paced environment.
- Strong collaborative skills to work cross departmentally within Friends of the Earth to creatively develop new offerings and approaches to engage high value donors.
- Comfortable with Excel spreadsheets including segmentation and filtering, and experience with mail merges.

Desirable:

- Experience working with a high value or mid value programme.
- Experience in programme creation and/or management.
- Prior experience in direct marketing in the charity sector.
- Experience of working with fundraising databases, in particular CARE.
- Previous experience of working for a campaigning organisation.
- Demonstrate a passion for the work of Friends of the Earth.

Date approved	November 2018
Date reviewed	December 2020

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day-to-day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.