

Friends of the Earth – Job Description

Job title	Head of Individual Giving
Reporting to	Director of Income Generation
Team	Individual Giving
Career stage	B 1-3 Regional salary: £46,595 - £50,595 London salary: £49,752 - £53,752
Line management	X 3 IG Supporter Experience Manager IG Supporter Recruitment Manager IG Innovation Manager

Purpose of the role

To lead Friends of the Earth's Individual Giving programme, raising income from new and existing donors via cost-effective direct marketing activity, focusing on regular and repeat giving that builds a strong lifetime value from our donors.

Key responsibilities and tasks

- Lead and deliver the Individual Giving strategy to maximise available budget on cost-effective direct marketing activity that recruits long term donors and inspires existing donors to continue and increase their support
- Motivate, inspire and support the IG team to deliver the team plan, exceed income targets, and continuously improve the programme
- Maintain high level of workplace wellbeing, performance and development progress for IG team, with strong job satisfaction and staff retention
- Collaborate with key colleagues on Friends of the Earth's audience facing activity, and play an active role in organisational leadership at the Heads level
- Create and maintain accurate and ambitious IG income and expenditure budgets, reforecasts and variance reports
- Monitor and report on IG financial performance, long term income modelling and use this insight to contribute to the organisation-wide business planning
- Ensure strategic income and supporter experience metrics are measured and monitored, with stretch targets set
- Identify opportunities for short and long-term investment in IG, developing and presenting strong business cases to SLT and the Board
- Support and facilitate the ongoing innovation of IG products, services and offers that drive increased recruitment, retention and/or supporter value
- Monitor external trends and developments and proactively apply them to our IG programme
- Ensure all relevant regulations are met, and the highest quality standards are achieved in all IG activity

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Person specification

Essential:

- Extensive individual giving fundraising experience, across digital, print and telephone
- Experience of leading high performing individual giving teams, motivating and supporting individuals to achieve success and fulfilment in their roles
- Proven ability to develop and deliver effective and impactful strategy
- Experience of business planning, including developing and monitoring detailed income and expenditure budgets and team plans
- Experience of utilising quantitative and qualitative audience insight and testing methods to

- enhance programme performance
- Strong track record of identifying and developing opportunities, developing new and profitable fundraising initiatives
 - Develops and maintains strong relationships with colleagues, stakeholders and strategic partners
 - Ability to work in a quick response environment, reprioritising activity and maximising opportunities and emerging organisational needs

Desirable:

- Experience of working within a campaigning organisation/context
- Experience of delivering against ambitious income growth plans

Our Values

Ability to demonstrate understanding and apply our values.

Integrity - We demonstrate integrity throughout everything we do, internally and externally.

Impact - We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

Leadership - We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

Focus on Friends - To build our influence we put new and existing 'friends' at the heart of our work.

Accountability - We hold ourselves and other to account for our work and how we work.

Learning and Enquiring Mindset - We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Date approved	29.09.21
Date reviewed	21.09.21