

## Friends of the Earth – Job Description

<b>Job title</b>	Individual Giving Officer
<b>Reporting to</b>	IG Innovation Manager
<b>Team</b>	Individual Giving
<b>Career stage</b>	D
<b>Contract</b>	18 month FTC
<b>Location</b>	Flexible, with some travel to our office at The Printworks, London
<b>Line management</b>	N/A

### Purpose of the role

- To work across all areas of Individual Giving including recruitment, retention, innovation and legacies.
- To develop and manage fundraising projects designed to meet Friends of the Earth’s income targets through direct marketing campaigns to acquire new supporters and to retain and increase value from existing supporters.
- To monitor performance of projects and make tactical and strategic recommendations to enhance results.
- To contribute to the development of individual giving annual plans, manage budgets and work with Friends of the Earth internal teams, external suppliers and agency partners.

### Key responsibilities and tasks

#### **Individual Giving activity project management**

- Initiate, develop and manage projects across the recruitment, retention and legacy programmes across a range of media. Channels will include telemarketing, print (supporter magazine, appeals, and retention mailings), paid social media, Display, YouTube, email and PPC.
- Work with the Innovation Manager to identify trends and develop proposals for new income streams. Support Innovation Manager on brand fundraising project.
- Achieve agreed objectives such as recruitment and retention of supporters, development of new channels, improvements to supporter experience, target volumes, net contribution, return on investment and supporter satisfaction metrics.
- Monitor and analyse outcomes from projects and report regularly on progress and key learnings, including recommendations for future projects.
- Work with other members of the Individual Giving and wider Supporter Experience team to ensure that all communications with supporters are part of an integrated supporter journey, providing supporters with the best possible experience of Friends of the Earth.
- Manage the creative process for each project, working closely with the Content and Creative team, to ensure that the content of all output and materials (verbal and written) reflect Friends of the Earth’s work, brand and priorities.

- Work with members of the Supporter Relations team to set up and monitor response handling and fulfilment services, and ensure a great supporter experience across all projects.
- Work with the Organisational Insight team to use the CRM database and Power BI to ensure that data processes are effective and direct marketing campaigns are shaped as a result of rigorous testing and learning in line with agreed strategy.
- Keep abreast of marketing trends, legal and regulatory requirements of fundraising and direct marketing in order to create engaging and cost-effective fundraising communications that meet the relevant regulations.
- Support the delivery of Friends of the Earth's audience and communication strategies.
- Ensure that the projects meet overall direct marketing strategy objectives, liaising with the Supporter Recruitment and Supporter Experience Managers and Fundraising/Individual Giving colleagues as required to ensure projects fit with other core strategic activities and/or campaigns.
- Regular monitoring of and reporting on project performance, including analysis of results and using supporter insight to optimise income generation.

#### **Financial**

- Manage the financial resources of projects; preparing regular financial and non-financial forecasts for projects and reviews of activity, acting on variances.
- Manage project expenditure to obtain best value for money and in accordance with Friends of the Earth's financial policies and procedures.
- Support with quarterly reforecasting.

#### **Cross-organisational/external**

- Work closely with all internal stakeholders to identify supporter recruitment and retention opportunities within activism and campaigning activity, develop testing programmes and roll out where investment returns and potential future value is sufficiently high.
- Work closely with channel owners, including Email, Social Media and Digital, to deliver effective, engaging donor communications.
- Relationship management of and collaboration with external fundraising partners and suppliers to agree all aspects of the fundraising activity providing accurate briefs, ensuring that all copy is proof-read and signed off appropriately, and that all communications accurately reflect Friends of the Earth brand and values.
- Co-create Friends of the Earth's environmental campaigns plans to ensure the organisation maximises fundraising opportunities across our priority campaigns.
- Stay up to date with Friends of the Earth's campaigns and wider work towards a positive relationship between people and planet.
- Keep abreast of competitor activity and developments in the charity sector.
- Carry out the role in a way that reflects Friends of the Earth's supporter promise and organisational values.

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:

- A proven track record and experience of fundraising from individuals, either donor recruitment or retention, or in direct marketing within the charity or commercial sector.
- Experience of managing campaigns across a range of channels, such as social media, email, inserts, direct mail, PPC, YouTube, and telemarketing.
- Experience of using CRM databases to drive effective direct marketing activity.
- Proven ability to analyse and interpret complex financial, performance reporting and marketing data and to draw conclusions and make clear recommendations based on evidence.
- Good level of organisational, time management and project management skills.
- Proactive, works well under pressure and is ideas led.
- Knowledge of relevant compliance including Fundraising Code of Practice, CAP code, fundraising regulatory framework and complaints handling requirements in relation to individual giving.
- A good understanding of the charity fundraising sector, and the latest trends and techniques in direct marketing.
- A track record of engaging audiences, with an ability to produce compelling copy and content for online, email and social media and other channels.

### Desirable:

- Experience developing digital fundraising tactics and plans.
- Experience using a range of offline channels and digital tools to engage and inspire supporters.
- Experience of using the CARE NG database and/or Microsoft Dynamics.
- Understanding of content management systems and email authoring platforms.
- Experience of managing budgets, monitoring results, and financial planning.

## 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.

<b>Date approved</b>	10/05/2022
<b>Date reviewed</b>	10/05/2022

*Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.*

*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.*