

Friends of the Earth – Job Description

Job title	Website Fundraising Officer
Reporting to	Supporter Recruitment Manager
Team	Individual Giving
Career stage	Grade D
Contract type	18-month FTC
Location	Flexible, with some travel to our office at The Printworks, London
Line management	n/a
Purpose of the role	
<p>To provide specialist skills to support the delivery of a successful and growing digital fundraising programme, working within the Individual Giving team and closely with the Digital Delivery team.</p> <p>To support and advise the Individual Giving Officers in optimising fundraising activity on our website, including running split tests, improving supporter journeys, establishing benchmarks and ongoing enhancements of our donation pages.</p>	
Key responsibilities and tasks	
<ul style="list-style-type: none"> • Collaborate with the Individual Giving team and Digital Delivery development team to shape digital products and services to help meet fundraising objectives. • Work with the Supporter Recruitment Manager to shape and enhance website fundraising as part of the overall digital fundraising strategy. • Collaborate with relevant stakeholders across the organisation to build a programme of testing and optimisation for website fundraising. The key elements to this will be improving our donation pages, optimising post action conversions and integrating donation asks across our website. • Assist with technical implementation required by platforms to enable channel diversification opportunities. • Maximise the investment in website fundraising by championing best practice and identifying and delivering training needs. • Deliver detailed reporting and analysis across digital touchpoints, including Google Analytics, Data Studio and Power BI, and providing reporting support for the rest of the Individual Giving team. 	

- Liaise closely with the Data Engineering, Digital Delivery and Organisational Insight teams to understand the data flow from our online donation journeys, and be able to help, advise and coordinate process changes or resolutions to issues.
- Work with the UX Designer in the Digital Delivery team on fundraising website experience, advising on supporter needs and motivations, and fundraising techniques.
- Help to establish benchmarking and goal-setting across digital fundraising activity, including modelling the impact of new or proposed website fundraising activity to help shape the digital fundraising roadmap.
- Work with the Individual Giving, Digital and Marketing teams to proactively identify opportunities to enhance supporter journeys and fundraising asks across our website, taking account of external best practice and current and future trends and applying them where appropriate to Friends of the Earth's work.

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:

- Proven experience in website fundraising, with some relevant technical understanding.
- Excellent communication, collaboration and problem-solving skills.
- Significant reporting and analytical experience with a proven record of delivering actionable insight that drives improvement.
- Experience delivering a testing strategy along with implementing, monitoring, and reporting around digital tests.
- A flexible approach and fast to learn new skills and tools.
- Experience of using content management systems and building donation landing pages.
- An understanding of fundraising, marketing and data compliance.
- Carry out the role in a way that reflects Friends of the Earth's supporter promise and organisational values.

Desirable:

- Experience of working as part of a fundraising or digital team.
- Experience of working within a campaigning organisation/context.
- Experiencing working or liaising with developers and other technically focussed staff.
- Understanding of testing, including multivariant testing.

- Knowledge of Drupal, Microsoft Dynamics, Power BI, Google Analytics, Data Studio and Google Tag Manager.
- Working knowledge of Javascript, CSS, RegEx, Chrome Dev tools etc.
- Experience of running training sessions and developing training materials.
- Experience of Agile/Scrum working.

Date approved	May 2022
Date reviewed	May 2022

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.

This role is an 18-month contract, full time position and can be filled as a full time or job-shared role. We are also supportive of flexible working including regular home-working.