

# Friends of the Earth – Job Description

<b>Job title</b>	Individual Giving Supporter Recruitment Manager
<b>Reporting to</b>	Head of Individual Giving
<b>Team</b>	Individual Giving
<b>Career stage</b>	Grade C
<b>Contract</b>	Permanent
<b>Location</b>	Flexible
<b>Line management</b>	X2 Individual Giving Officers

## Purpose of the role

To develop and manage the Individual Giving Supporter Recruitment programme, leading the development, implementation and management of its strategy to maximise the value of our donor recruitment activity.

## Key responsibilities and tasks

### Supporter Recruitment

- Manage the Individual Giving Supporter Recruitment programme, coordinating a portfolio of projects that deliver on lead generation and conversion and recruitment of regular, single gift and product donors.
- Follow the organisation's Income Generation strategy to achieve agreed objectives with a particular focus on programme diversification and scalable, quality recruitment.
- Identify opportunities to engage new audiences with inspiring and relevant communications and a welcome programme that encourages loyalty and increased value.
- Maintain a portfolio that has a balance of acquisition channels and techniques relevant to the audiences we are targeting, utilising print, telephone and digital opportunities as appropriate.
- Manage the relationship with Friends of the Earth's paid media agency.
- Contribute to the creation and delivery of a Digital Strategy, working closely with key stakeholders.
- Collaborate with the Digital Delivery team to identify, develop and test digital recruitment channels in line with the organisation's Digital Strategy to diversify income streams and deliver excellent user experience.
- Monitor and analyse the performance of all donor recruitment activity; reporting regularly on progress/key learnings, making tactical and strategic recommendations to enhance the programme and prioritising team's work accordingly.
- Lead on creation of annual plans for IG Supporter Recruitment, coordinating with the IG Supporter Experience and Legacy programmes.
- Work with the IG Supporter Experience Manager to develop and test a pipeline of new ideas and products, scaling up where strong performance is evidenced.
- Liaise with IG Supporter Experience Manager to improve engagement, retention, satisfaction and lifetime value of new donors.

### Financial

- Work with the Individual Giving Officers to create accurate detailed annual plans and budgets for all donor recruitment activity, utilising insight, previous results and sector learnings.
- Prepare monthly variance reports and lead the Supporter Recruitment team to deliver quarterly reforecasts for the programme.
- Monitor programme expenditure to obtain best value for money and in accordance with Friends of the Earth's financial policies and procedures.

### Cross-organisational/external

- Work strategically and cross-organisationally to deliver quality, integrated and scalable supporter recruitment campaigns.
- Work with other IG managers to manage and develop a suite of processes and training for the IG team to ensure effective use of the CRM and positive ways of working.
- Contribute to campaign plans to ensure the organisation maximises fundraising opportunities across our priority campaigns.
- Work closely with the Organisational Insight team to prioritise actionable data analysis and testing across the programme.
- Build effective colleague relationships to facilitate successful integrated working, particularly the Engagement team.
- Build and maintain strategic relationships with external agencies and suppliers, leading on negotiations and performance reviews. Ensure objectives are met and value for money is achieved.
- Stay up to date with Friends of the Earth's campaigns and wider work to push for environmental justice
- Keep abreast of competitor activity and developments in the charity sector, ensuring up to date knowledge of regulatory issues and compliance requirements.

### Team

- Line manage two Individual Giving Officers, supporting them to achieve team and personal objectives.
- Project sponsor all Supporter Recruitment projects. Work with other IG Managers and Head of IG to ensure a team culture of inclusion, equity and wellbeing.
- Represent Friends of the Earth's Individual Giving team at external events.
- Deputise for the Head of Individual Giving as and when required.

**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 donor recruitment fundraising from individuals or in direct marketing within the commercial sector.
- Experience of planning, managing and evaluating recruitment activity using digital platforms.
- Experience of using CRM databases to drive effective direct marketing activity.

- Experience of setting and managing budgets, monitoring results and financial performance.
- Excellent organisational, time management and project management skills.
- Strong relationship building and negotiation skills, both with internal and external stakeholders.
- Proactive, a team player, works well under pressure, is ideas-led and insight driven.
- Knowledge of relevant compliance including the Fundraising Code of Practice, CAP code and the UK Data Protection Law.
- A good understanding of the latest trends and techniques in direct marketing.
- A commitment to equality, diversity and inclusion and the ability to be an empathetic, inspiring and empowering leader.

**Desirable:**

- Line management experience.
- A track record of developing and delivering new products and offerings that attract new mass audiences and long term cause engagement
- Experience of writing and implementing direct marketing strategy.
- Experience of writing and implementing digital strategy
- Experience of programme-level performance reporting and analysis.
- Experience of using Microsoft Dynamics CRM.

**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 others 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>	July 2020
<b>Date reviewed</b>	July 2024

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.