

# Friends of the Earth – Job Description

<b>Job title</b>	Email and Supporter Journey Officer
<b>Reporting to</b>	Supporter Journey Manager
<b>Team</b>	Engagement
<b>Career stage</b>	Grade E
<b>Contract</b>	12 months fixed term
<b>Location</b>	Flexible across England, Wales & Northern Ireland
<b>Line management</b>	Line NA

## Purpose of the role

Working closely with key colleagues and teams across the organisation, ensure the effective running of Friends of the Earth's email channel to provide subject matter expertise to organisational campaigning, fundraising and supporter experience goals.

Develop integrated supporter journeys for advocacy campaigns, that grow supporter loyalty and support organisational and campaign priorities.

## Key responsibilities and tasks

- Lead the development of all supporter email communications, ensuring they are written, edited and delivered to agreed standards and goals
- Provide expert guidance to fundraising and campaigning teams to ensure their campaigns deliver on financial, campaigning and supporter experience goals.
- To contribute to strategic decision-making around the development of engagement and fundraising-led activities.
- Ensure quality and Friends of the Earth's tone of voice is maintained across the email channel
- To be an ambassador and advocate for the supporter in their role to achieve impact and change.
- Use expertise to develop email marketing standards and skills across the organisation. Ensure email marketing guidance and training is up-to-date and in line with industry best practice.
- Work closely with Senior Campaigners, Project Managers and Marketing Managers/Officers to develop and manage supporter journeys for specific campaigns and projects that encourage increased supporter engagement and loyalty over time.
- Lead the organisation's program of Local Action Group event and action email promotion, working closely with and Communities and Networks department to ensure that we increase awareness and engagement with our groups across regions and nations.
- Maintain benchmarking and performance indicators for the channel and evaluate its ongoing performance
- Actively contribute to the organisation's email marketing testing program and provide recommendations and guidance based upon findings and create a culture of testing and innovation

- Identify content gaps and commission content when required both within and outside of the major projects
- Innovate and create new ways of working to streamline the email marketing process whilst improving performance
- Build and maintain relationships within Friends of the Earth and with external bodies including marketing project partners, marketing agencies, and other NGOs to support delivery of marketing strategies.
- Contribute to team planning, strategic communications, marketing development and to the implementation and development of brand guidelines.

**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:

- Superb editing and writing skills.
- Proven track record of ensuring colleagues adhere to marketing standards (for example tone of voice.
- Proven ability to develop, manage and evaluate marketing projects.
- Confidence in guiding others in email marketing techniques and processes.
- Experience of working closely and effectively with others to find timely solutions to digital communication issues.
- Understanding of how to balance the short terms goals of marketing campaigns with the longer term needs of audiences.
- Understanding of how to apply audience insight from qualitative and quantitative research.
- Experience of using a test/build/Experience of evaluating and reporting on marketing activity.
- Experience of working and/or ability to work in a quick response environment to reprioritise activity and meet emerging organisational needs in a timely manner.
- A commitment to Friends of the Earth's values and our strategy.

#### Desirable:

- Vocational qualifications in marketing and communications.
- Experience as an organisational expert in email marketing.
- Able to mine existing data from DotDigital, Microsoft Dynamics and Google Analytics for insight.

### 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>	January 2025
<b>Date reviewed</b>	January 2025

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.