

## **Interim Director of Income Generation Information Pack**

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## Introduction from Jamie Peters, Interim Executive Director

Friends of the Earth is the world's largest grassroots environmental network. We have helped achieved some of the biggest wins for the environmental movement over the last five decades. But the challenges that the UK and the world face are more urgent than ever. We know that without radical change over the next few years, injustice is only going to be exacerbated by the growing climate and ecological crisis.

Friends of the Earth passionately believes in the power of communities to come together and achieve positive change. As a grassroots movement in our 54th year, we know from experience this is how meaningful change happens. By linking our amazing local group network with our many, many supporters across the country we will continue to win big on environmental and climate justice and tell that story to attract even more people to Friends of the Earth England, Wales and Northern Ireland.

In the last few years, we have seen a growing demand for action on the climate and ecological crisis and we now work in partnership with over 200 groups around England, Wales and Northern Ireland. As part of an international federation of grassroots environmental groups we can join that global perspective with our expertise and experience nationally and regionally to leverage change from local to national to global.

Over the last 50 years, Friends of the Earth has led many powerful and successful campaigns that have resulted in real change, from doorstep recycling in every town, to the phase out of leaded petrol, protection for our best wildlife sites, the world's first climate change act, the end of fracking, the prevention of coal mining and much, much more besides.

We need to continue to build our power and put people at the heart of change. We are looking for someone inspiring and empathetic who can lead the Income Generation Directorate to deliver a robust and resilient portfolio of income and an engaged and motivated donor base to enable us to deliver the change required. You will be a core part of the Senior Leadership Team, helping deliver the impactful and vital work that contributes to the environmental movement at an urgent time.

If you believe you have the qualities and skills, we need to be involved in writing the next chapter of the Friends of the Earth story, we would love to hear from you.

**Jamie Peters**  
**Interim Executive Director, Friends of the Earth**

**Interim Director of Income Generation - Advert**  
**Friends of the Earth England, Wales and Northern Ireland**

**Contract Type: 12 months Fixed Term Contract, covering Maternity leave until July 2026**

**Hours: Full time (30 hours over 4 days)**

**Location: Flexible across England, Wales and Northern Ireland, with regular travel to London once a fortnight.**

**Salary: London £71,752 - £76,252 per annum, or Regional £68,595 - £73,095 per annum**

*(London salary applicable to candidates who are based in the London office a minimum of two days a week)*

**Plus benefits, with some travel as required.**

We are seeking to appoint an experienced Director of Income Generation to join our Senior Leadership Team on a fixed term contract to cover maternity leave. We are looking for candidates across England, Wales and Northern Ireland and this role will be based in our offices or at home but with some travel within England, Wales and Northern Ireland as required.

As a core member of the Senior Leadership Team, you will play a strategic role in the overall leadership and management of Friends of the Earth. This role has the responsibility of ensuring implementation of an ambitious but achievable income generation strategy. You'll also be responsible for managing multiple income streams, all contributing to a robust and resilient portfolio of income that enables maximum organisational impact.

We are looking for an empathetic, inspiring and approachable leader with a strong track record of successful, sustainable income generation. You will have experience of strategic thinking and planning and the ability to build collective commitment to a vision. You will also have the ability to analyse the external environment and navigate clear paths for Friends of the Earth using mixture of new ideas and best practice, together with a solid understanding of the wider NGO context with regards to income generation and supporter engagement

This is an excellent opportunity to join the Friends of the Earth Senior Leadership Team and be a key part in delivering our ambitious income generation strategy to support a great campaigning organisation.

**Closing date: Wednesday 19<sup>th</sup> March 2025 (23:59)**

Our staff body is currently under-representative of People of Colour, LGBTQIA+ people and people with long term conditions or impairments. We are committed to eroding these historic barriers, so as to create a movement in which people from all walks of life see themselves in, and so we particularly encourage you to apply if you belong to one of these groups or sit at multiple intersections of disadvantage. We are committed to the Disability Confident standard and will guarantee an interview to any candidates who declare a disability and who meet the essential criteria for the role.

Friends of the Earth staff who publicly represent Friends of the Earth (including all campaigners) are not allowed to also represent a political party. This is to ensure that there can be no confusion in the minds of the public about Friends of the Earth's party-political independence. Affected 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.

Friends of the Earth is an international community dedicated to protecting the natural world and the wellbeing of everyone in it. We lead campaigns, provide resources and information, and drive real solutions to the environmental problems facing us all.

### **Benefits summary:**

In return we offer a competitive range of benefits, including a contributory pension, good work/life balance **including a 4-day working week with no loss of pay**, excellent learning and development opportunities and a vibrant organisational culture.

### **Annual Leave**

All employees are entitled to 20 days (5 weeks) annual leave with additional leave accrued for every full year of employment up to a maximum of 4 additional leave days (pro-rated for part timer). The leave year runs from every January. Employees can purchase up to 4 days additional annual leave per leave year (pro-rated for part-timers), with payments spread over 12 months' pay.

### **Pension Scheme**

We offer all employees a generous contributory pension scheme through Aviva. All employees are auto enrolled into the pension scheme at their joining date. The minimum employee contribution is 4% auto salary sacrifice. As an employee you are able to contribute up to 30% of your salary into your pension pot. The organisation matches all employee contribution, up to a maximum employer contribution at 7%.

Employee pension contributions at gross pay 'salary sacrifice', allows employees to make tax and National Insurance savings on their gross pay, allowing employees to save more for their retirement. Employees can 'opt out' of salary sacrifice if they prefer to contribute to the pension via the net pay method.

# Friends of the Earth – Job Description

|                        |  |
|------------------------|--|
| <b>Job title</b>       | Interim Director of Income Generation  |
| <b>Reporting to</b>    | Executive Director   |
| <b>Team</b>            | Senior Leadership Team   |
| <b>Career stage</b>    | A  |
| <b>Contract</b>        | 12 months Fixed Term Contract, covering Maternity leave  |
| <b>Location</b>        | Flexible across England, Wales and Northern Ireland, with regular travel to London once a fortnight. |
| <b>Line management</b> | 4  |

## Purpose of the role

Friends of the Earth are looking for an empathetic and successful leader who can drive our income generation programme forward.

The Director of Income Generation reports to the Executive Director and is a member of the Senior Leadership Team. The Director will lead implementation of our ambitious but achievable income generation strategy. They will be responsible for managing multiple income streams, all contributing to a robust and resilient portfolio of income that enables maximum organisational impact.

## Key responsibilities and tasks

- Deliver a clear and inspiring vision for how Friends of the Earth can maximize and diversify income and create a positive supporter experience in line with organisational values.
- Ensure fundraising is in line with organisational strategy. Lead implementation of the income generation strategy, with ambitious yet achievable targets against key income streams.
- Be responsible for income streams including individual giving, major donors, trusts and foundations, corporate partnerships and legacies.
- Manage the Income Generation directorate to ensure high performing teams with excellent levels of well-being and engagement.
- Build culture of innovation and ambition in Directorate, tapping into best practice, building an appetite for measured risk and new income generation opportunities.
- Collectively lead the organisation as a member of the Senior Leadership Team including leading on implementation of the strategy, development of the annual Business Plan and other organisation wide initiatives.
- Provide sound fundraising and income advice to the Executive Directors SLT and Boards.

- Work closely with the Engagement Directorate to ensure that mass engagement and mass fundraising approaches are aligned and collectively deliver on organisational impact objectives.
- Work closely with the Director of Finance and Operations on financial planning for long term organisational sustainability.
- Work closely with the Policy, Advocacy and Campaigns Directorate and the Communities and Networks Directorate to align supporter engagement and fundraising with our campaigning.
- Support the Executive Director in engaging funders and alignment between organisational business and campaign planning and a successful trusts and statutory funding pipeline.
- Develop the Organisational Insight function to help build a culture of evidence-based decision-making across the organisation.
- Report to the Trustees of Friends of the Earth Charitable Trust on charitable fundraising and grant-giving
- Report to the Limited Board on the operational delivery of income generation.

**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:

- Empathetic, inspiring and approachable leader with a strong track record of successful, sustainable income generation.
- Strong understanding of, and track record in, successful people management with a collaborative, enabling and motivational style. Capable of building trust in teams and amongst colleagues.
- Experience of strategic thinking and planning and the ability to build collective commitment to a vision.
- Substantial achievement at senior management level in a related organisation.
- Senior experience of financial management: setting accurate budgets and forecasts, producing insightful reports and managing risk in line with SLT and Board expectations.
- Ability to analyse the external environment and navigate clear path for Friends of the Earth using mixture of new ideas and best practice.
- Open and honest communicator capable of building relationships across organisation and externally.
- Solid understanding of the wider NGO context with regards to income generation and supporter engagement.
- Clear commitment to vision and values of Friends of the Earth.

#### Desirable:

- Experience of fundraising in a campaigning organisation
- Experience of using Microsoft Dynamics to maximise donor engagement and ROI.
- Experience of managing individual funder or donor relationships across major donors/corporate partnerships/trusts and foundations.
- A strong sector network for sharing, support and development.

### 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.

**Date approved**

2021

**Date reviewed**

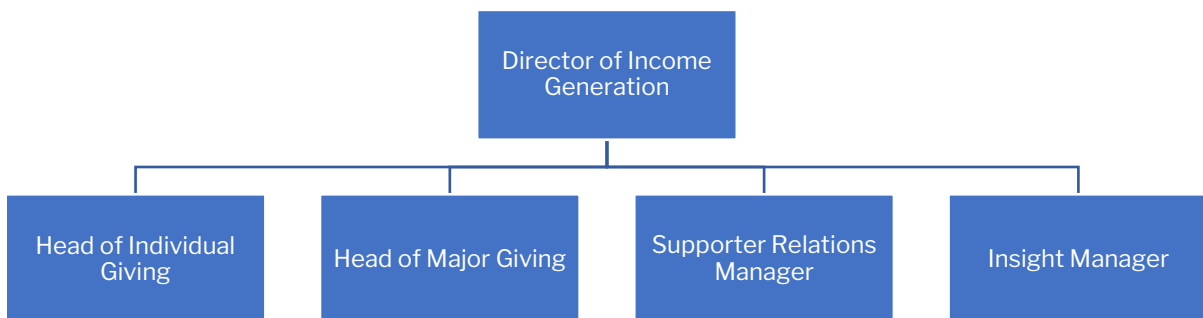
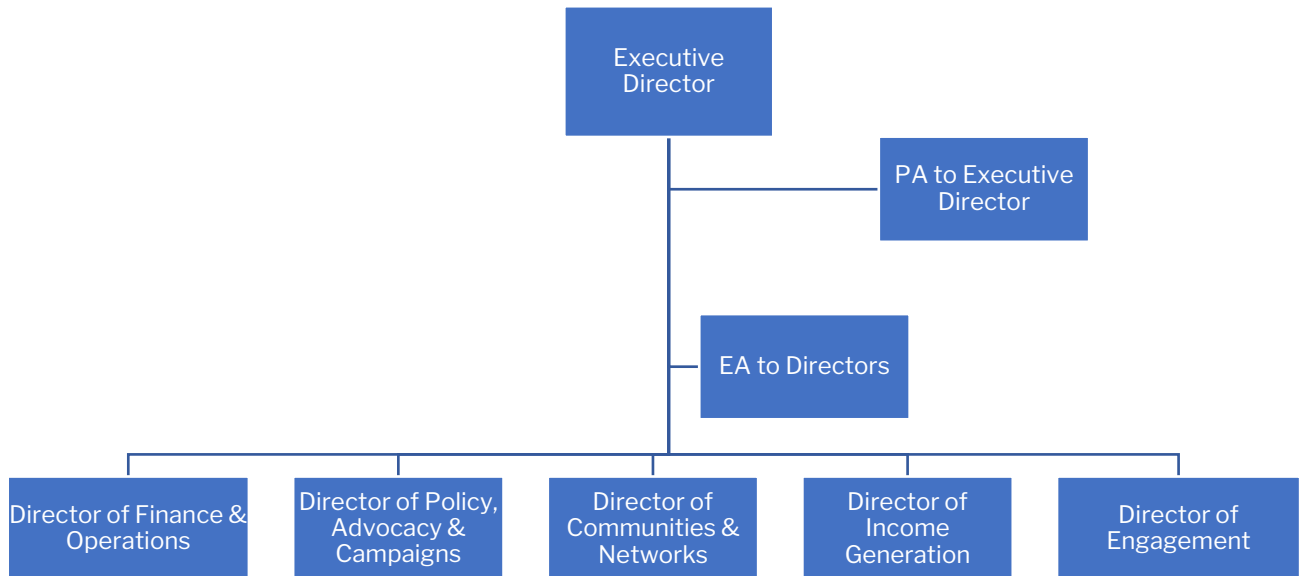
February 2025

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 Leadership 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 Executive 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.

Organisation Chart:





**How to apply:**

Please apply via our online application form, you will be able to save your application and come back to it before submitting your form.

Your supporting statement should be no more than 2 pages of A4 and address the key requirements of the person specification with relevant examples of your experience and outline why you are interested in the post.

**Key dates:**

**Closing date:** Wednesday 19<sup>th</sup> March 2025

**Shortlisting date:** Tuesday 25<sup>th</sup> March 2025

**Interview dates:**

Interviews will be held in London

**1<sup>st</sup> Interviews:** week commencing 31<sup>st</sup> March 2025

**2<sup>nd</sup> Interviews:** week commencing 14<sup>th</sup> or 21<sup>st</sup> April 2025.

