

Friends of the Earth – Job Description

Job title	Individual Giving Officer
Reporting to	Senior Individual Giving Officer
Team	Individual Giving
Career stage	E
Contract	Permanent
Location	Flexible, with some travel to our office at The Printworks, London
Line management	N/A

Purpose of the role

To develop and manage fundraising projects designed to meet Friends of the Earth's income targets through direct marketing campaigns to acquire new high-quality supporters and develop, 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

- Under guidance of the Senior Individual Giving Officer develop and manage projects across the IG programme using a range of media. Channels will include telemarketing, print (supporter magazine, cash appeals, retention mailings, inserts and cold mailings), paid social media, Display, YouTube, PPC and email.
- Work with the Senior IGO to achieve agreed objectives such as recruitment, retention and lifetime value 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.
- Under guidance of the Senior IGO use supporter insight to prepare optimal project plans
- Work with other members of the Individual Giving and Engagement teams 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.
- Feed into the creation and delivery of Friends of the Earth's income generation and audience strategies.

Financial

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

Cross-organisational/external

- 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 campaign 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.
- Contribute to the organisation's Equality, Diversity and Inclusion project and ensure that all IG Experience projects are routed in climate justice principles
- 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:

- Experience of fundraising from individuals, either donor recruitment or retention, or in direct marketing within the charity or commercial sector.
- Experience of managing fundraising or marketing projects 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 and to analyse and interpret performance data to optimise and improve projects.
- Good level of organisational, time management and project management skills, including being proactive, working well under pressure and being ideas led.
- Knowledge of relevant compliance including Fundraising Code of Practice, CAP code, UK data protection law 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.
- A commitment to Equality, Diversity and Inclusion

Desirable:

- Experience using a range of offline channels and digital tools to engage and inspire supporters.
- Experience of using Microsoft Dynamics.
- Understanding of content management systems and email authoring platforms.
- Experience of monitoring results and project expenditure budgets

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

02/10/2024

Date reviewed

November 2021

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.