

Job Title: Donor Development Manager

Department: UK Fundraising

Reviewing Manager: Head of UK Fundraising

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming. This role will contribute by delivering against substantial fundraising income targets, including ambitious long term growth goals. It will do so through a full and varied programme of marketing communications to develop and retain donors. The role will also assist the Head of UK Fundraising and Donor Acquisition Manager with other marketing projects as required.

The post-holder is responsible for planning and managing multi-channel marketing campaigns from, budgeting and scheduling, through briefing, audience selection, creative development and copywriting, to overseeing the work of designers, production houses and other suppliers, evaluation and reporting.

In conjunction with the Head of UK Fundraising, the Donor Development Manager is accountable for meeting campaign targets within agreed budgets and timescales and identifying opportunities for the development of the overall supporter development strategy.

2. POSITION IN ORGANISATION

- Reports to and works closely with the Head of UK Fundraising
- Develops strong and effective working relationships with the Donor Acquisition Manager; Legacy Marketing Officer; International Print Production Manager; CRM, Digital, Supporter Engagement and UK/International Campaigns team; and external suppliers

3. SCOPE OF JOB (These are expanded on in Section 6)

- Fundraising strategy and budget planning
- Fundraising campaign creation and management
- Fundraising campaign analysis and reporting
- Fundraising support

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for supporting the Head of UK Fundraising and Donor Acquisition Manager in delivering the donor recruitment strategy
- Responsible for managing the donor development budget of circa £160,000.
- Responsible for a current direct income target of circa £500,000, contributes to wider overall Fundraising income target, currently circa £2.7million, and contributes to delivery against ambitious income growth goals.
- Responsible for the planning, creation and delivery of the donor development programme on brief, within agreed timescales, and to meet income targets.
- Responsible in conjunction with the Head of UK Fundraising and Donor Acquisition Manager for delivering content across multi-channels including web, email and direct mail.
- Responsible for donor development programme analysis, including quarterly summaries of activity and strategy for inclusion in organisational reports/planning.
- May select suppliers jointly with one or more of the Head of UK Fundraising, Donor Acquisition Manager, International Print Production Manager, and Supporter Engagement Manager.

5. PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
Proven Ability, Qualifications & Training	
<ul style="list-style-type: none"> • Educated to degree level or equivalent • Detailed understanding of delivering effective multi-channel marketing campaigns including, but not exclusively, direct mail and email marketing. • Detailed understanding of developing and optimising owned digital media marketing and user experience/journeys • Expertise in campaign analysis and evaluation • Proficiency in use of Microsoft Word and Excel • Ability to use and analyse data from a customer relationship management database system • Good understanding of the application of Data Protection Legislation to direct marketing 	<ul style="list-style-type: none"> • Marketing and/or fundraising qualification • Knowledge of managing donor development campaigns within a fundraising environment • Understanding of telephone fundraising • Understanding of organic and paid social media marketing techniques • Skilled user of Salesforce (Not for Profit) or other fundraising database application • Understanding of the UK regulatory framework for fundraising • Understanding of B2C email build and broadcast principles and tools • Understanding of website user journey principles, best practice and web CMS tools
Skills, Knowledge & Attributes	
<ul style="list-style-type: none"> • Excellent written and verbal communication skills, with the ability to write compelling copy for a variety of channels and audiences • Well organised with the ability to plan own workload and to manage conflicting priorities • Ability to manage multiple projects to tight deadlines • A strong eye for design • Ability to manage a substantial budget to agreed results targets • Attention to detail • Strong analytical skills • Pro-active self-starter with the ability to work on own initiative as well as within a team • Good interpersonal skills and the ability to communicate effectively and appropriately with colleagues, supporters, marketing suppliers and other external contacts. • Takes in information and ideas from a wide variety of sources in order to make good decisions, and makes others aware of emerging opportunities. • Continues to perform objectives positively in the face of pressures from a variety of sources. • Demonstrable interest in Farm Animal Welfare issues and / or a desire to know more 	<ul style="list-style-type: none"> • Ability to innovate to improve existing systems and processes or develop new projects • Prepared to assist with other projects such as conferences, functions and demonstrations etc.

Part 2: DUTIES AND KEY RESPONSIBILITIES

6. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

Fundraising and Budget Planning

15%

- Produce donor development marketing plans, budgets, and forecasts to contribute to annual organisational planning.
- Undertake desk-research or other knowledge-building projects to inform and enhance the organisation's donor development programme;
- Assimilate campaign analysis and the results of wider research to make recommendations for optimising donor development activity

Fundraising Campaign Creation and Management:

70%

- Plan and manage marketing campaigns across a range of channels including (but not exclusively) direct mail and email, with an emphasis on delivering effective activity to meet specific cash and regular giving fundraising targets.
- Recommend and select appropriate target audiences, produce data briefs and take responsibility for the accuracy and quality of data selected.
- Devise and develop propositions and creative concepts for donor development programmes including Conversion (Cash to Regular Giving), Upgrades, Reactivations, Appeals, Raffles and Stewardship.
- Copywrite compelling content for fundraising campaigns to engage, inspire, motivate response and demonstrate the organisation's appreciation of donors.
- Contribute as required to the wider supporter and donor programme by devising, developing or contributing to the development of other fundraising and stewardship content and communications.
- Consult with relevant colleagues within and outside the UK Team to identify appropriate content for fundraising campaigns
- Ensure delivery of campaigns within agreed timescales and budgets and maintain accurate records of income and expenditure.
- Brief and manage external suppliers including printers, designers and mailing houses to ensure best value and adherence to agreed production standards and deadlines.

Fundraising Campaign Analysis and Reporting

10%

- Compile and analyse data on donor development campaign performance;
- Produce or contribute to, as required, papers and reports in respect of donor development results and donor development programme analysis.

Fundraising Support:

5%

- Budget administration including processing of purchase orders and invoices;
- Attend and participate in relevant departmental/organisational meetings;
- Ensure familiarity with, and the adherence of our donor development activity to, all aspects of Data Protection legislation, and keep abreast of relevant fundraising and direct marketing best practice;
- Provide support to the Head of UK Fundraising and Donor Acquisition Manager, including deputising as required, in line with the development of the role;
- Communicate with supporters individually when required and at all times reflect Compassion in World Farming and its work in a positive light.

7. ADDITIONAL TASKS

To assist with other departmental duties where necessary, as listed below:

- As part of your employment you may be required to travel anywhere within the world in order to carry out the duties of your employment
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager