

## **Individual Giving Manager**

### **JOB DESCRIPTION**

**Job Title:** Individual Giving Manager (USA)

**Reviewing Manager:** Director of Development (USA); strategic and budgetary leadership from the Global Director of Individual Giving (HQ-based)

**Location:** Remote, flexible within Continental U.S.

**Job Type:** Permanent. Full-time (37 hours per week)

#### **BACKGROUND:**

Compassion in World Farming was founded in 1967 in England by Peter Roberts, a British farmer who became horrified by the development of intensive factory farming. Over 50 years ago, Peter decided to make a difference and take a stand against this farming system. In his lifetime, Peter Roberts saw the demise of veal crates and gestation crates in the UK, and in Europe achieved recognition that animals are sentient beings.

Compassion in World Farming US (CIWF) was started in 2012, and since then campaigns peacefully to end all factory farming practices in the US, envisioning a world where farmed animals are treated with compassion and respect.

The debate about food security, sustainability, and safety has never been more urgent. Whilst veganism and flexitarianism are rising trends, animal welfare on factory farms worldwide is a desolate reflection on our society.

The purpose of this role is to execute fundraising activities with individual donors that pursue an end to factory farming. The post holder will contribute by managing our US digital fundraising and individual giving activities, including creative strategies to inspire supporters, executing donor acquisition plans, measurement of metric-based goals, and accountability to departmental objectives. This role is responsible for maximizing supporter lifetime value and increasing year-on-year net income from the individual giving program in the USA.

#### **MAJOR RESPONSIBILITIES:**

##### **DIGITAL FUNDRAISING**

- Develop, implement, and improve digital fundraising campaigns to acquire, engage, cultivate, steward, and upgrade donors through all digital channels (email appeals, webpages, social media, mobile platforms, online content monetization, and other creative outlets) with a goal of maximizing long-term revenue in line with the global fundraising strategy.
- Ensure excellent supporter engagement strategies are in place for donor acquisition, supporter conversion, and donor retention.
- Manage a rigorous Facebook ad lead generation program that includes developing creatives, establishing ad campaigns optimized for donor conversion in Facebook Business Manager, and daily monitoring and maintenance.
- Composition and construction of email, web, and other digital appeals that are inspiring for supporters and optimized for donor conversion.

- Ensure donor segmentation and data are handled in line with global procedures and guidelines, including data privacy compliant fundraising in the US, in line with EU-US Privacy Shield and GDPR.
- Set, test, track, and report performance across all digital fundraising channels, including new initiatives and innovative ideas for online giving.
- Work with US Development team to ensure the digital fundraising journey is a positive user experience, maintains the Compassion in World Farming brand, and makes effective use of graphic element including video storytelling.
- Liaise with global fundraising teams to ensure the cohesive coordination and implementation of appeals and stewardship across departments and channels.

## **SUPPORTER STEWARDSHIP**

- Manage strategy and execution prioritizing growth of the “Compassion Club” sustainer (regular) giving base of donors. Oversee provision of benefits outlined for this donor demographic.
- Set strategies to manage re-engagement of lapsed donors and upgrade of existing donors through digital fundraising tools.
- Improve and deliver a digital fundraising calendar and procedures for members to receive regular strategic communications, giving opportunities, and effective stewardship.
- Innovate new strategies to incorporate additional streams of revenue – to include workplace giving strategies, SMS strategy, and optimized payment channels – designed to increase revenue generation, curtail attrition, and heighten overall donor engagement
- Liaise with the US Fundraising and Stewardship Coordinator, manage thanking, banking, and donor stewardship program.
- Liaise with the US Philanthropy and Partnerships Manager to ensure a smooth process is followed for identifying prospects for mid level giving circle cultivation.

## **REPORTING AND ANALYSIS**

- Track and report against key performance indicators according to planned spend and income targets.
- Analyze fundraising data to continuously ensure the most efficient/highest return on investments.
- Proactively seek opportunities to enhance the program by analyzing supporters and donors, conducting market research, seeking media opportunities, and other optimization strategies.
- Proactively collaborate with the Global Individual Giving team (HQ) on upcoming opportunities and challenges.
- Work with HQ Digital team to run email and website A/B tests to optimize donor conversion rates.

## **SCOPE OF JOB**

- Responsible for growing US income from individual giving by setting annual targets in coordination with the Global Director of Individual Giving and Director of Development (USA).
- Responsible for meeting annual donor recruitment, conversion, and retention targets and growing income from individual donor income streams year on year.
- Responsible for expenditure budget, to be agreed on annually and reviewed monthly with the Global Director of Individual Giving and Director of Development (USA).
- Responsible for serving as point of contact between Compassion in World Farming and key fundraising or marketing suppliers.

## **POSITION IN THE ORGANIZATION**

- Works in close liaison with the Director of Global Individual Giving (GIG) and their HQ team, the Global Digital team, as well as Director of Development (USA) and the US Fundraising team and Global Fundraising Directorate.
- Works in close liaison with US Public Engagement team which includes campaigns and communications.

## **CANDIDATE REQUIREMENTS:**

### ***Education:***

- Bachelor's degree preferred.

### ***Work Experience:***

- Minimum two years' experience in digital fundraising.
- Demonstrable practical experience with the principles and best practices of online fundraising and communications, and knowledge of current and developing online fundraising strategies.
- Strong understanding of and experience with Facebook Ads Manager (position requires certification with Facebook to permit management of lead generating ads).
- Experience managing one or more direct reporting staff member(s).
- Knowledge of CMS and CRM tools (Salesforce and Engaging Networks preferred).
- Writing great copy for web pages with demonstrable awareness of how to meet audience needs.
- Preferred experience creating, delivering, and evaluating mass email broadcasts to supporters.
- Preferred basic HTML knowledge.

### ***Demonstrated Skills and Competencies:***

- Digital marketing experience, particularly in a nonprofit/fundraising setting.
- Strong attention to detail and proven budgeting and financial management skills.
- Strong communication skills and the ability to interact professionally with a diverse group of stakeholders.
- Excellent verbal and written communication skills, including experience writing copy with demonstrated ability to engage with various audiences.
- Data analysis and reporting experience, including measuring results against KPIs.
- Self-motivation with ability to work well independently and under pressure, manage multiple projects simultaneously, and meet deadlines.
- Commitment to our mission and vision to improve farmed animal welfare and end factory farming.
- Able to pioneer new ideas, adapt processes and create innovative solutions.

## **BENEFITS PACKAGE:**

Compassion provides one of the strongest benefits packages in the animal protection movement, which includes:

- A comprehensive, nation-wide health insurance plan that covers individuals, spouses and families.
- 25 vacation days annually (plus 8 Federal holidays and two additional floating holidays).
- Four weeks of sick leave.
- Paid parental leave, comprised of 12 weeks paid and an additional 12 weeks unpaid.
- A 403b retirement plan with a 2% employer contribution.
- A remote work environment with flexible schedules.
- A welcoming and collaborative culture in a global organization spanning nine countries.

**To apply, please answer the following questions and send along with your resume & cover letter to [jobs@ciwf.com](mailto:jobs@ciwf.com).**

1. Why do you want to work at CIWF?
2. What relevant experience do you have to succeed in this role?
3. To what do you attribute your past successes?
4. What are your salary expectations?

Applications for this position will be accepted on a rolling basis through **January 31, 2021**.