Digital Marketing Officer, Fundraising

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough, FFI Vice-president
**Fauna & Flora International**

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, whilst improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, and make conservation relevant and base decisions on sound science. Founded in 1903, FFI is the world’s longest established international conservation body; our conservation work, and impact, spans the globe.

**Fundraising Department**

The FFI Fundraising team currently consists of 15 individuals, focussing on raising income from individuals and trusts and foundations, mainly in the UK but we are developing new markets particularly in the US and Australia. We work closely with FFI’s Communications team on publications and online communications, and the statutory fundraising team on grants from governments and multilateral organisations. We are a hardworking team, committed to delivering our income targets to meet the organisation’s needs, but fun and friendly – there is never a dull moment!

**The Opportunity**

Digital fundraising is transforming the way charities fundraise and connect with their supporters. More and more people are donating online, more platforms are available from whence to give and the methods for reaching people in the online space are constantly evolving; but most of all it’s now becoming the only way many people choose to support charities.

FFI is experiencing rapid exponential growth in the number of online supporters, online donations and opportunities to fundraise digitally. Over the last three years the increase in online income has been unprecedented. This has been managed and maintained via a small fundraising team, and to take this to the next level, we need to grow the digital marketing team.

This new role of Digital Marketing Officer will take us to that next level. You will be instrumental in realising the true potential of FFI’s supporter marketing programme and, working with the Digital Marketing Executive, will grow digital fundraising so it becomes one of the largest sources of unrestricted income.

You will have an understanding of digital marketing, knowledge of effective social media techniques and web design and development. You will have experience with email broadcast software and/or CRM databases, and with either Google Analytics or Google & Facebook Adverts. Experience with CSS & HTML and experience with online lead generation platforms, such as Care2 would be an advantage.

Your excellent written communication skills will enable you to produce compelling direct response copy and your excellent interpersonal skills will ensure you build effective relationships with key stakeholders. You will enjoy working in a fast-paced environment with the ability to respond to competing demands and you will have a keen desire and ability to learn new systems and acquire new skills.
You will either have previous experience as a digital marketer or have relevant qualifications and transferable skills and experience. In return, the role offers an opportunity to learn and to develop your career in an exciting and rewarding environment. In addition, FFI offers a generous pension contribution, attractive annual leave allowance and life insurance.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.

Terms and Conditions

Start Date: As soon as possible
Duration of Contract: Permanent
Probation Period: Six months
Salary: circa £25,000
Location: Fauna & Flora International, Cambridge
Benefits: 25 working days’ annual holiday entitlement pro rata plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed

For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months’ continuous employment.

Group Life insurance, currently set at a benefit of 4 x basic salary

Hours of Work: This is a full-time position, working Monday to Friday from 9.00am to 5.30pm, with a one-hour lunch break.

Job Description

Job Title: Digital Marketing Officer, Fundraising
Reporting to: Digital Marketing Executive
Key Relationships: Digital Communications Officer
FFI fundraising and communication teams

Purpose:

You will support the Digital Marketing Executive in devising and delivering effective digital fundraising campaigns. The role involves project management of digital fundraising campaigns, working with the team to identify and test new opportunities in digital fundraising to drive income growth, helping FFI to achieve its ambitious income targets by 2023; including raising £1m+ from digital marketing.
Responsibilities

Digital Marketing

- Support the Digital Marketing Executive in the creation of weekly email newsletters with a primary goal of raising unrestricted income and converting e-news sign-ups as donors
- Working with the Digital Marketing Executive, manage FFI’s Care2 lead generation activity to maintain a constant stream of high quality leads that can be converted by FFI’s email marketing. This includes creating pledges and petitions to target the best leads, list managing those leads and creating automated welcome journeys
- Working with the Digital Marketing Executive, manage and create FFI’s email welcome automations from new and existing content - ensuring high proportions of new subscribers are converted into cash and regular givers in their first 6-12 months
- Identify opportunities for solus email marketing opportunities
- Identify opportunities for CPA lead generation partnerships
- Working with the Digital Marketing Executive and FFI’s digital marketing agency, manage FFI’s Google AdWords grant and ensure all $40k of grant is utilised every month
- Regularly review the results of FFI’s AdWord grant account in order to optimise the value of this activity, and maximise the lead generation and conversion rate that it achieves
- Working closely with the Communications Manager (Design and Online), ensure appropriate and effective landing pages and content are available to support our online marketing activity
- Working closely with the Communications team, ensure FFI’s Google AdWords grant is being used to drive traffic to key areas of the website, and is supporting FFI’s wider communications goals
- Support the Communications Manager (Social Media) and Digital Marketing Executive in converting FFI’s social media audiences into donors through in-house created social media posts and ads
- Provide regular statistical updates and reports on all digital marketing activities
- Assist wider project teams in FFI and smaller partner organisations with their online marketing activity when the opportunity arises

Donor stewardship and supporter communications

- Create new content for the donor e-stewardship journey, including personalised, engaging and responsive emails that will encourage greater support amongst FFI’s donors
- Develop FFI’s online presence and marketing for community fundraising, and identify new ways to encourage FFI’s existing support base to undertake community fundraising activity
- Support the Digital Communications Officer and Digital Marketing Executive in community management on social media platforms

Project and Campaign Management

- Work closely with external agencies when necessary, ensuring agencies are fully briefed and aware of KPIs and objectives, campaigns are delivered on time and on budget, and reporting is delivered on a timely basis and transparent
- Project manage new digital fundraising campaigns and activities across a range of platforms and channels, managing against objectives, budget and targets
- Champion an iterative, test-and-learn approach and digital ways of working
Budgets and planning

- Support the Digital Marketing Executive with managing budget planning, setting, phasing and reporting of annual budget, taking specific responsibility for a particular area
- Support the team lead with monitoring monthly performance against budget, objectives and KPIs
- Recommend, revise and implement plans as required to ensure annual income and expenditure targets are met and financial and reputational risk to the business minimised

Duties may be altered, reasonably added or delegated from time to time to reflect changes within the organisation's activities and structure.

Person Specification

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Skills</strong></td>
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<tr>
<td>• Excellent communication and interpersonal skills</td>
<td>• Ability to convey FFI’s work with confidence and credibility</td>
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<tr>
<td>• Strong writing skills with ability to produce compelling direct response copy</td>
<td>• Adobe creative suite skills</td>
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<td>• Proof reading and editorial skills with a good eye for detail</td>
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<tr>
<td>• Excellent organisational, time management and prioritisation skills</td>
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<td>• Technically minded with problem solving skills</td>
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<tr>
<td>• Microsoft Office skills, including advanced Excel</td>
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<td>• Fluency in English</td>
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| **Knowledge and experience** | | |
| • Knowledge of digital marketing principles | • Experience with CSS & HTML |
| • Knowledge of web design and development | • Experience with online lead generation platforms, such as Care2 |
| • Knowledge of effective social media techniques | • Knowledgeable about data regulations, including GDPR and PECR |
| • Experience with either Google Analytics and/or Google/Facebook Ads | |
| • Experience of working to deadlines | |
| • Experience with email broadcast software and/or CRM databases | |

| **Behavioural qualities** | | |
| • Demonstrates rigor, diligence and meticulous attention to detail in approach to work | |
| • Demonstrates proactive approach to work | |
| • Comfortable working under own | |
initiative and managing tasks with autonomy
- Builds positive organisational relationships
- Passionate about working for a conservation charity and empathy with the mission and values of FFI
- Good team player
- Willingness and ability to learn new systems and acquire new knowledge/skills

Other
- Entitlement to work in the UK

How to Apply

Applications should consist of the following:

- Covering letter confirming your interest and explaining how your experience and skills refer to the role
- Full CV
- Contact details for two referees (who will not be approached without your permission),

Applications should be submitted electronically to Tom Beesley at tom.beesley@fauna-flora.org

Please mark your application ‘Digital Marketing Officer, Fundraising’ and indicate in your covering letter where you saw this position advertised.

The closing date for applications is Monday, 1 June 2020. Interviews will be held during the week commencing Monday, 8 June 2020. Due to the Covid-19 outbreak, we anticipate that interviews will be held remotely.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Officer, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity