



Digital Marketing Officer

“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 around 20 individuals split into three sections – Supporter Development, Major Donors and Trusts & Foundations. This role is within the Supporter Development section, which focusses on raising unrestricted income from the general public. We work closely with FFI's Communications team on publications and online communications, working to ensure FFI's brand reputation is protected. Our income targets are bold and ever-growing, making it a dynamic and ambitious environment.

The Opportunity

Digital fundraising is transforming the way charities fundraise and connect with their supporters. More and more people are donating online and 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. Three years ago, online fundraising was virtually non-existent for FFI, and the growth over that period has been unprecedented, making it a major source of income today. The digital team - currently two people - has huge ambitions, and we need a talented individual to help us get to the next level.

The successful candidate will bring a specialism in copywriting and email marketing, and will use those skills to grow and develop the digital programme. They will be responsible for new initiatives, such as creating an email stewardship programme, ensuring donors receive information and updates that clearly show the difference they are making as a supporter of FFI.

You may be someone already working within fundraising or marketing, or someone with writing experience from another profession that is looking for a new challenge. If so and you want to work in a team that can match your ambitions while protecting the planet, this role may be for you.

The role requires someone with excellent organisation skills, a desire to learn and who is prepared to get stuck in with day-to-day tasks. You'll need to have a strong knowledge base of email marketing fundamentals and experience of persuasive writing in a professional capacity is essential.

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. Some remote working will be considered.
Benefits:	<p>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</p> <p>For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months' continuous employment.</p> <p>Group Life insurance, currently set at a benefit of 4 x basic salary</p>
Hours of Work:	This is a full-time position, working 37.5 hours per week Monday to Friday inclusive.

Job Description

Job Title:	Digital Marketing Officer
Reporting to:	Digital Marketing Manager
Key Relationships:	Digital Marketing Officer Head of Supporter Recruitment and Development Communications Manager (Design & Online) Digital Communications Officer Communications Executive (Social Media) Communications Specialist (Conservation Partnerships)

Purpose:

FFI's digital marketing income is growing rapidly and you will support the Digital Marketing Manager in delivering effective digital fundraising campaigns, with a heavy focus on writing marketing materials. The role involves project management of FFI's email marketing and copywriting support across all digital marketing mediums.

Key Responsibilities

- Write copy for FFI's email marketing, lead generation campaigns, donation pages and social media adverts
- Project manage FFI's email programme, ensuring that campaigns are planned and executed effectively
- Manage the e-stewardship programme, including creating new digital assets and handling questions and queries from supporter emails

Email marketing

- Write FFI's weekly email newsletter for 200,000+ subscribers, with the core goal of telling species' stories emotively to raise income
- Write email content and manage FFI's email automation processes. Continuously test, tweak and monitor the results of these to ensure new subscribers have the best possible welcome journeys
- Optimise email design
- Oversee FFI's email marketing software, and ensure it is used as effectively as possible by the wider fundraising team
- Manage FFI's list health, ensuring all data regulation is adhered to and sender score is kept high
- Write transactional emails to thank donors, customising these for each donation page
- Create an e-stewardship process via email, to ensure good news about projects is sent to recent project donors
- Create a process to manage ask levels within emails, to ensure appropriate asks are sent to donors based on giving histories
- Write and project manage all third party solus emails, ensuring they are properly coded in HTML/CSS
- Source third party solus email opportunities
- Reply to donor enquiries and e-newsletter replies

Website marketing

- Working with the Communications team, write content for all digital marketing donation pages and manage their creation, maintenance and deletion
- Source 'price points' from conservation teams to ensure our donation pages give donors tangible examples of how their money is being spent
- Continuously monitor all digital marketing landing pages and optimise them, especially focussing on those used by our paid search marketing
- Create a testing plan for donation page content to optimise their conversion rate
- Work with the Communications team to create website content that supports fundraising goals - for example evergreen stories about key fundraising species
- Provide donation page support for the wider organisation when required

Other digital marketing

- Support writing copy for social media fundraising adverts and adverts on other digital fundraising mediums
- Write content for FFI's petition based lead generation through Care2, and create follow-up email automations
- Manage subscriber data generated by Care2 and other lead generation platforms

- Create an online version of our existing membership benefits, such as our welcome pack and annual magazine
- Research and write creative briefs for restricted digital appeals, liaising with conservation teams in the process

Project and Campaign Management

- Champion an iterative, test-and-learn approach and digital ways of working
- Recommend, revise and implement plans as required to ensure annual income & 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

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Persuasive writing skills, with significant experience of applying these in a professional capacity • Able to produce compelling and emotional copy on a regular basis • Email marketing skills, including being comfortable with writing CSS & HTML • Proof reading and editorial skills with a good eye for detail • Excellent time management and prioritisation skills, with an ability to work to tight deadlines • Microsoft Office skills • Fluency in English 	<ul style="list-style-type: none"> • Experience with online lead generation platforms, such as Care2 • Experience with Google Analytics • Experience with Google Ads, ideally Google grant accounts • Experience with Microsoft ads. • Advanced Excel skills
Knowledge and experience	<ul style="list-style-type: none"> • Knowledge of web design • Experience with email broadcast software - ideally Campaign Monitor or Engaging Networks • Experience of writing persuasive copy to deadlines • An understanding of sender scores and email reputation 	<ul style="list-style-type: none"> • Experience of the fundraising sector • B2C Marketing experience • Knowledgeable about data regulations, including GDPR and PECR • Knowledge about lead generation and marketing funnel principles • Experience with CRM databases • Basic understanding of conservation

Behavioural qualities	<ul style="list-style-type: none"> • Comfortable with talking to supporters via email on a regular basis • Builds positive organisational relationships • Enjoys meeting bold targets • Passionate about working for a conservation charity and empathy with the mission and values of FFI • Good team player 	
Other	<ul style="list-style-type: none"> • Entitlement to work in the UK 	

FFI Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which FFI is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are supportive & respectful
- We get things done

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 Mark Todd (Digital Marketing Manager) at mark.todd@fauna-flora.org Please mark your application '**Digital Marketing Officer**' and indicate in your covering letter where you saw this position advertised.

A shortlist of applicants will be selected based on their CV/cover letter to complete a short writing task. This task will be assessed and used to select candidates for interview.

The closing date for applications is **Tuesday, 6 April 2021**. Candidates shortlisted will firstly be contacted to complete a task before being invited for interview. Please specify your preferred method of contact in your covering letter and indicate where you saw the position advertised.

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