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Direct Marketing Manager - Acquisition

“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, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, 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.

Team

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

This is a truly exciting time to be joining FFI's Fundraising Team. Over the past couple of years we have established a fundraising programme that is going from strength-to-strength. More people than ever before are choosing to support FFI's work, and as a result our donor base is rapidly growing. There are substantial opportunities to grow our fundraising programme, through optimising our existing direct marketing channel mix and developing new areas, namely mid-level donor acquisition.

We are looking for a Direct Marketing Manager seeking an exciting challenge, a challenge that will see them play an instrumental role in helping FFI reach its ambitious donor targets, and realise the huge fundraising potential ahead.

This role will be tasked with attracting new supporters to support FFI financially for the first time and win back those that have lapsed. They will work across a variety of direct marketing channels to deliver campaigns and develop new propositions. The role also encompasses a new area for FFI, the development of a mid-value programme, aimed at growing the number of supporters who donate between £500 and £9,999.

This is an exciting opportunity for an individual who has experience working in direct marketing acquisition and who has proven experience in acquiring new donors or customers. In this role you will be able to develop your management skills, fundraising skills, strategic thinking and work as part of an ambitious and collegiate supporter marketing team.

You will be joining a passionate team; with a love and aspiration to bring alive FFI's conservation programme through inspirational fundraising.

The role also 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. £36,000
Location:	Fauna & Flora International, Cambridge (some remote working from within the UK may 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: Direct Marketing Manager - Acquisition

Reporting to: Head of Supporter Recruitment & Development

Line Manages: Fundraising Officer (Content & Operations)

Key Relationships: Supporter Development, Philanthropy & Communications Teams

Purpose:

To raise unrestricted income through the development and implementation of direct marketing campaigns that will acquire new donors, develop existing supporters and win back those who have lapsed. You will work across a variety of direct marketing channels to deliver campaigns, develop new propositions and channels.

To develop and execute a mid-level donor strategy that maximises the fundraising potential from individual donors who are capable of giving £500 - £9,999 – via one-off gifts or through regular giving. You will manage mid-level giving opportunities within the established programme of activities and develop new initiatives to acquire new mid-level supporters.

Specific Duties:

Donor Acquisition

- Manage direct response TV, press and inserts campaigns – recruiting one-off and regular donors.
- Manage FFI's direct mail appeal programme, delivering at least two cash appeals per year.
- Identify opportunities for increasing lifetime value amongst FFI's core supporter base – which includes upgrade campaigns, cross-selling and legacy marketing.
- Manage direct marketing campaigns, including internal management, briefing agencies, managing data selections, agreeing creative concepts, copy development, managing the approvals process, proofing, setting up and monitoring campaign fulfilment, reporting and managing costs.
- Monitor and report on the performance of recruitment activity, through the agreed campaign evaluation process – including detailed reporting of each campaign so learnings are maximised and internal stakeholder are kept abreast of results and performance.
- Work with the Digital Marketing Team to co-ordinate supporter recruitment campaigns, ensuring we maximise opportunities across channels.

Mid Lever Donor Programme Development

- Champion the mid-level audience needs in messaging, creative, and segmentation for FFI's fundraising campaigns.
- Identify mid-level donor acquisition opportunities across a range of direct marketing channels.

- Support the evolution of FFI's regular giving programme, by developing new upgrade initiatives to increase the number of supporters donating c. £50 a month, and be involved in regular giving product development, specifically to attract higher value regular supporters.
- Identify opportunities for mid-level donor income growth, creating personalised proposals that take into account a donors giving history and interests.
- Work closely with the Supporter Experience Manager, ensuring they are fully briefed on mid-level donor recruitment activity.
- With the Digital Marketing Manager, develop mid-level acquisition opportunities across FFI's digital marketing channels and make recommendations for testing and implementing new mid-level initiatives.
- Manage the Friends Scheme, including leading a review of its effectiveness in recruiting mid-level donors, and make recommendations for change.
- Work closely with the Major Donor team to identify Major Donor prospects (those with the potential to give at £10k or above).
- Champion the Conservation Circle to mid-levels donors when appropriate.
- Work closely with the Major Gifts Fundraising team in the US, to develop a US mid-level donor acquisition strategy.

General

- Line manage the Fundraising Officer, through objective setting, continuous performance management, annual appraisal, training provision and personal development.
- Assist the Head of Supporter Recruitment & Development in setting and monitoring budgets and targets for supporter recruitment activities.
- Work closely with the communications team to ensure that fundraising activities are fully briefed to relevant internal stakeholders, and opportunities to integrate fundraising with communications are explored, proposed and implemented in an efficient manner.
- Contribute to team and wider organisational meetings as appropriate, developing an in-depth knowledge of team and department activities and communicating this if needed.
- Adhere to Data Protection legislation and FFI policies and procedures relating to the processing and storing of data.
- Keep abreast of sector and competitor activities by reading fundraising and direct marketing information, and by monitoring competitor fundraising activity while also actively making recommendations.
- Manage relationships with agencies and suppliers, ensuring that services are delivered on budget and on time.
- Represent FFI with relevant outside bodies, actively networking and building relationships to increase awareness and support.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Strong organisational and project management skills, and a clear focus on results • Ability to manage conflicting priorities to ensure objectives are achieved and deadlines are met • Ability to convey FFI's work with confidence and credibility • Excellent numeracy skills, including budget management • Excellent verbal and written communication skills, enabling effective communication with stakeholders at all levels • Excellent analytical skills • Ability to translate strategic direction into medium-and long-term plans and objectives • Microsoft Office skills • Fluency in English 	<ul style="list-style-type: none"> • Excellent copywriting skills
Knowledge and experience	<ul style="list-style-type: none"> • Proven experience of planning and delivering direct marketing response activity • Proven experience of acquiring new supporters or customers • Proven experience of using data analysis to optimise fundraising or marketing campaigns • Experience of managing third party suppliers and agencies, ensuring excellent value for money • Experience of managing people, and supporting them to fulfil their professional development • Working knowledge of data protection and fundraising regulation and best practice • Experience of using CRM databases 	<ul style="list-style-type: none"> • Experience of managing mid-level fundraising programmes • Experience of working in fundraising within an international charity • Proven/significant experience of developing fundraising systems, procedures and processes
Behavioural qualities	<ul style="list-style-type: none"> • Prioritises and sustains focus on work that will have the greatest impact on agreed aims 	<ul style="list-style-type: none"> • Questions assumptions and seeks further insight to inform decision making

	<ul style="list-style-type: none"> • A good strategic problem solver, and able to work calmly under pressure • A confident and persuasive communicator • A target driven approach • Able to build excellent relationships with colleagues from across the organisation • Encourages a supportive and positive working environment where team members at all levels are empowered to freely express questions and opinions 	<ul style="list-style-type: none"> • Contributes ideas, approaches and insights that enable innovation
Other	<ul style="list-style-type: none"> • Commitment to FFI's values and empathy with FFI's mission 	<ul style="list-style-type: none"> • An interest in conservation and environmental issues

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, consisting of a covering letter explaining why you feel you should be considered for this post, a full CV (tailored to the role as advertised, highlighting relevant experience and achievements) and contact details for two referees (who will not be contacted without your permission) should be sent to tom.beesley@fauna-flora.org

Please mark your application '**Direct Marketing Manager - Acquisition**'.

The closing date for applications is **22 August 2021**. Interviews are likely to be held during the week commencing **6 September 2021**. Candidates selected for interview will be contacted by email or telephone – 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