



The
countryside
charity

Individual Giving Officer Candidate Information Pack

Position: Individual Giving Officer

Closing date: We will be shortlisting as we receive applications

Interviews: TBC

This Candidate Information Pack includes:

- Background information about CPRE and the vacancy
- Outline terms and conditions of employment
- Job and person specification (separate document)
- Application form (separate document)

After reviewing this information, if you have any questions about the role or would like to discuss it further, please contact:

Name: Jemma Pawlett – Interim Individual Giving Manager

Email: JemmaP@cpre.org.uk

Direct line: 020 7981 2852

If you would like to apply for this post, please return your completed application form to jobs@cpre.org.uk. Please note that CVs will not be accepted. If you are shortlisted then we are likely to contact you by telephone no later than Wednesday 19th Feb

Regretfully, we will be unable to contact candidates who have not been shortlisted for interview. If you do not hear from us within two weeks of the closing date, please assume that your application has been unsuccessful. If that is the case, then we appreciate the effort you have made applying for this role.

Thank you for your interest in working for CPRE, the countryside charity.

Jenny Bulman, Operational Effectiveness Manager



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About CPRE, the countryside charity

CPRE is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live.

With a local CPRE in every county, we work with communities, businesses and government to find positive and lasting ways to help the countryside thrive - today and for generations to come.

What we do

We connect people with the countryside so that everyone can benefit from and value it.

We promote rural life to ensure the countryside and its communities can thrive.

We empower communities to improve and protect their local environment.

Through all our work we look at the role of our countryside in tackling the **climate emergency**, including seeking ways to increase resilience and reduce impact.

Our vision (what we want to achieve):

A beautiful and thriving countryside that enriches all our lives.

Our mission (what we need to do to achieve our vision):

To promote, enhance and protect a thriving countryside for everyone's benefit.

Our values:

Open:	We are inclusive and respectful of everybody, no matter who they are or where they live. Our countryside is for everyone and so are we.
Trusted:	We value lasting and effective relationships. We invite and encourage collaboration to find what is best for the countryside we love.
Connected:	We use evidence, knowledge and experience to influence positive change. Others believe what we say because they know we can back it up.
Inspirational:	We bring ambition and determination to everything we do. We channel our passion to motivate others and encourage them to act.



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About the role

This is an exciting time to join CPRE, a small organisation with a great heritage and big plans for our future. We have recently completed a major project to re-define our organisational purpose and set a new, six-year strategy to take us to 2026, our centenary year. As a result, we now have a raft of supporter research and audience insights to inform our fundraising, together with ambitious plans to broaden our appeal and grow income, so that we can connect even more people with the countryside.

Whilst working at CPRE you can expect a friendly, supportive and experienced team dynamic with the rare opportunity to influence and develop brand new fundraising activities within Individual Giving. With CPRE developing in all areas across Income Generation you will also be a part of innovative and compelling projects working across the organisation and bringing your expertise to the table, as well as being able to develop your own professional growth.

We're looking to appoint an enthusiastic fundraiser who has the relevant experience to help us attract new supporters to our cause, develop our existing supporter base and grow income from existing programmes, in line with our new strategic aims.

As one of two Individual Giving Officers, you will help to develop and deliver a varied direct marketing programme to generate income from individual supporters. As such, you can expect to be responsible for planning and delivering activities across diverse income streams, including cash, digital, regular giving, membership and raffle. In this role you will also have opportunity to work closely with other team members to help maximise the fundraising potential of our community and mass-participation events.

You will report to the Individual Giving Manager and be part of the wider Income Generation team, which comprises Individual Giving, Supporter Care and Development and Community and Events - an exciting new addition to our fundraising mix.

We are looking for someone with a real passion, energy and aptitude for creating compelling fundraising stories, working with external creative partners to translate these into effective communications and supporter journeys. You will need to have experience of tailoring messages to suit different audiences so that you can help us engage new supporters, as well as steward and grow income from existing audiences. We also require the post holder to be numerate and confident working with data, with the know-how to devise robust tests, draft accurate data briefs, and help deliver insightful 'end of campaign' evaluation reports.

The successful candidate will therefore need previous charity fundraising experience, be highly organised and have a proven track record in project managing direct marketing activities across a range of channels, including digital and social media. In line with our objectives, ideally your experience will include supporter acquisition as well as retention, with knowledge of new product/offer development and implementation of 'test and learn' programmes.



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Additional Information

Videos:

[What we achieved in 2019](#)

[CPRE – standing up for your countryside](#)

[#OurGreenBelt](#) – The case for protecting Green Belt

Key publications:

[Save Our Soils](#) This new report from CPRE calls for a radical rethink of farming practices and soil management to help regenerate the soils that underpin our supply of food and environment.

[Viable Villages](#) For decades, England hasn't built enough genuinely affordable homes in rural or urban areas. Our report shows how developers are exploiting a loophole to avoid building affordable homes.

Further reading:

[Our strategic plan for 2020 - 2026](#)

[Annual Review 2017-18](#)

[2026 - A Vision for the Countryside: Towards our Vision](#)

Fundraising:

[Our latest appeal](#)

Working for CPRE

Salary

The starting salary will be circa £31,500. Please note that our salaries are externally benchmarked, although we do take into account the level of skills, experience and ability the successful candidate brings.

The pay structure is reviewed regularly to ensure that it remains market competitive.

Hours of work

35 hours per week. Normal office hours are 9am to 5pm with one hour (unpaid) for lunch every day. Around the core hours of 10am to 4.30pm staff can flex their start and finish times. Occasional evening and weekend work is required, time off in lieu is provided and, dependent on role, there may be travel around England.

Place of work

Normal place of work is CPRE's National Office, 5-11 Lavington Street, SE1 0NZ.

Working culture

CPRE has an inclusive and friendly working culture.

We involve staff in setting the operational plan and have a weekly all-staff meeting where information is shared. Staff are set annual objectives and have a performance review each year with joint feedback with their manager on their achievements and performance in the role.



There is an all staff tea break every Wednesday afternoon with staff taking turns to bring in snacks and cakes.

Holidays	25 days per calendar year, increasing by one day per full year of service up to a maximum of 30 days. Paid leave is also given for public holidays and three 'privilege' days, which are normally taken between Christmas and New Year.
Probation	The post will be subject to a six month probationary period. Probationary periods may be extended if further time is required.
Pension	CPRE offers a group personal pension policy with Aviva. CPRE will contribute to this policy monthly at a rate of seven per cent of current salary. CPRE will start making contributions from the beginning of the third month immediately following the start date. Staff members make a personal monthly contribution of a minimum of one per cent of salary. This percentage contribution may increase in the future.
Life assurance	CPRE has an employee life assurance policy, which covers all staff during their employment with CPRE. The policy covers four times annual salary in the event of death in service.
Employee assistance	CPRE subscribes to an employee assistance programme. Staff can access a free 24 hour confidential telephone counselling and advisory service. The service also provides confidential face-to-face counselling.
Notice	During the probationary period, one months' notice of termination of employment is required from employer or employee. After satisfactory completion of your probationary period, eight weeks' notice of termination of employment is required from employer or employee.
Flexible working	We have a flexible working policy with a number of staff working flexibly. Where flexible working requests are agreed by line managers, staff are able to alter their working hours or work from home on agreed days.
