



Job and person specification

Individual Giving Officer

Department: Engagement & Income

Location: CPRE national office

Reporting to: Individual Giving Manager

Responsible for: n/a

Job summary

- Maximise acquisition of new supporters and development of existing supporters to grow income, through planning and implementing a wide range of direct marketing approaches, across multiple income streams, via diverse media channels including digital.

Scope

- Will make recommendations but also some low-risk decisions, getting sign-off for higher risk ones
- Will influence team and county groups at a medium level
- To give advice and share expertise and knowledge of Individual Giving fundraising with other departments within CPRE
- To be the first point of contact for enquiries relating to the department
- To support the Individual Giving Manager where necessary to help achieve targets and goals within IG.

Key relationships

- Internally – own team and other teams
- Networks – county groups and volunteers
- External - stakeholders including suppliers, creative partners, external consultants

Key areas of responsibility

- Work with Manager and Head to develop new messaging, offers and activities to acquire and retain new supporters
- To work with the Individual Giving Manager to help achieve and deliver key objectives and annual income targets in the Individual Giving Strategy
- Plan and project manage a range of activities/communications from inception (creative brief) to dispatch, on and off-line
- [To liaise with the Individual Giving Manager on campaign budgets and key deliverables.](#)
- Analyse and manage data to ensure the right targets or potential new audiences are selected for any acquisition, stewardship, conversion or lead generation campaigns
- Oversee copy and design development, print and production or on-line content build, resolving issues and differences of opinion, or escalating as appropriate to keep activity on schedule and on budget



- Support analysis of results to determine effectiveness of campaigns and to inform future strategy
- Manage 'day to day' relationship with external agencies/suppliers to ensure the best results are achieved
- Proactive responsibility for keeping up to date with competitor activity and with issues affecting the fundraising sector, including changes in regulations to ensure our activities are compliant
- Role model CPRE's values and behaviours
- A desire to develop professionally and take on new challenges, including proactive responsibility for own development through learning, networking, self-appraisal and other opportunities for growth
- Support team colleagues as so directed and help support other teams as so requested

Essential

Desirable

Previous experience of working for or on behalf of a not for profit organisation(s)

Fundraising or direct marketing qualification

Proven experience of developing and implementing supporter acquisition and/or retention fundraising programmes

A proven track record in planning and delivering successful direct marketing activities across a range of channels, including print, digital and social media

Thorough knowledge of media buying, creative development processes (copy and artwork) and print and production processes for on-line/off-line communications

Understanding of supporter motivations and fundraising techniques available to maximise engagement and giving

Previous experience of using databases and/or briefing database teams to provide data selections, segmentation and results analysis

Knowledge of Code of Fundraising Practice and other relevant sector regulations

Good written and verbal communication skills, with ability to tailor messaging for different audiences

Strong numeracy skills

Good IT skills and ability to use Word, Excel and PowerPoint effectively

Ability to manage multiple priorities and own time effectively

Experience of working with third party suppliers/agencies and managing 'day to day' relationship with care and professionalism

Experience of working collaboratively across functional boundaries within an organisation

Resilient, proactive team player with a positive and flexible approach to team working



The
countryside
charity

Ability to work under pressure, to multiple priorities and strict deadlines, prioritising own workload

Enthusiastic, self-motivated, professional and focused in all aspects of work

Occasional evening and/or weekend work will require some flexibility in working hours from time to time
