

## **Job description**

**Job title:** Fundraising Officer

**Location:** Bristol, UK

**Duration:** 12-month (Fixed term contract)

**Working hours:** Full time, 35 hours a week

**Responsible to:** Fundraising Manager

### **Overall aim:**

To secure and maintain support from existing and new Individual Giving supporters, legacy pledgers and community fundraisers by implementing a range of tools including direct mailing, adverts, inserts, telephone campaigns and digital acquisition tools.

### **Key objectives:**

- To raise unrestricted income from individual supporters.
- Implement and manage Individuals, Community and Legacy campaigns using print and online methods, strengthening Tree Aid's supporter base.

### **Key roles/ tasks:**

Supporter Fundraising and Marketing Activities

- Project management and delivery of IG campaigns for retention, acquisition, legacy, in-memory and community across all channels
- Working closely with the Individuals Fundraising Manager to ensure the delivery of the IG workplan, and working with the Fundraising Administrator and Assistant to delegate day to day tasks. Workplan delivery tasks for Officer include, but not limited to:
  - Researching case studies to use for campaigns
  - Writing copy for all campaigns and incorporating feedback from IG Manager
  - Briefing designer and managing feedback
  - Campaign planning and budgeting meeting with Digital Marketing Manager
  - Creating digital ads in Canva
  - Creating email campaigns on Mailchimp with support from Fundraising Administrator
  - Approving the use of a supplier and assigning the job
  - Writing data brief for Database Officer for each campaign
  - Working closely with Comms Officer to develop donation pages on TA website.
  - Briefing supporter care team for thanking and processing
- Implementation of the donor journey and communications, working closely with the IG Manager to ensure effectiveness and working closely with the FR Administrator to deliver this, with the aim of increasing donor retention and improving the donor experience.
- Responsibility for range of fundraising materials, delegating updates to the Fundraising Administrator where appropriate.

#### Data & analysis to support fundraising and planning

- Contribute to maintaining and developing the supporter database for fundraising.
- Contribute to development of fundraising plans and campaigns, including developing plans and activities for recruiting and retaining donors.
- Production of post campaign report for all campaigns.
- Provide data and analysis on fundraising campaigns to assist with planning and budget setting, plus researching of costs and income projections.
- Carry out internal and external fundraising research.
- Utilise Raisers Edge effectively.

#### High standards of supporter care

- Deliver high standards of supporter care, including responding to donor correspondence and queries
- Be familiar with the work of Tree Aid and be able to communicate this to enquirers and donors to inspire them to give
- Maintain effective paper and electronic filing systems

#### Other tasks as agreed with manager

- Provide occasional back-up and cover to team/department staff as appropriate.
- Contribute to effective team working and suggest improvements for more effective and efficient ways of working.
- Carry out any other duties within the scope, spirit and purpose of the post as requested by your line manager.

### **Person Specification**

#### Knowledge & Experience

- Knowledge and understanding of direct marketing and/or fundraising using a variety of channels (phone, email, online, print, inserts)
- Experience of project managing marketing campaigns to agreed targets, deadlines & budgets (donor recruitment campaigns an advantage)
- Experience of production and/or fulfilment of communications materials
- Experience of using fundraising CRMs (Raisers Edge NXT preferred)
- Experience of undertaking research and reporting findings

#### Skills

- Excellent planning and project management skills
- Able to plan and prioritise work
- Good written communications skills and high standard of English
- Good editing and copy writing skills
- Ability to analyse data and produce reports
- High level of attention to detail

#### Personal qualities

- A passion for fundraising with a results-oriented outlook
- Able to show initiative, work flexibly and be adaptable
- A commitment to Tree Aid's values