

Job description and person specification

Job title: Retention Fundraising Officer

Location: Bristol office, UK

Duration: Permanent contract

Working hours: Full time, 35 hours a week

Salary: £27,865 pro rata + competitive holiday + pension

Start date: July 2022 (Or as soon as possible after this date)

Responsible to: Individuals Fundraising Manager

Responsible for: Occasional volunteers

Overall aim:

The aim of this role is to maintain donors who have been giving to Tree Aid for more than 6 months. Develop support from these Tree Aid supporters with a range of regular communications and engagement tools. Retention income is currently in the region of £300k per annum.

Key objectives:

1. *Raise unrestricted income from individuals.*
 2. *Plan and deliver supporter retention campaigns across a range of products and media, in line with planned budgets and targets, ensuring campaign deadlines are met and opportunities for learning are maximised.*
 3. *To seek opportunities to engage and develop donor engagement with a stewardship programme for unrestricted donations, with the view to increasing our regular givers and reducing attrition rates.*
 4. *Produce campaign plans, schedules, briefing forms, manage the day-to-day relationships with stakeholders and external agencies to ensure deadlines are met.*
 5. *Administrate legacies that are gifted to Tree Aid and work with the Individuals Fundraising Manager to market legacies and convert enquiries to givers.*
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Key roles/ tasks:

1. RETENTION FUNDRAISING & MARKETING ACTIVITIES

- 1.1. Lead on day-to-day project management of all retention fundraising activities for activities such as direct marketing, social media and email.
Including briefing agencies, drafting/editing fundraising copy, proof reading, checking materials, dealing with fulfilment and tracking responses.

- 1.2. Development of the donor journey and communications aiming to increase donor retention and improving donor experience through segmentation and tailored communications.
- 1.3. Develop digital retention fundraising strategies, working closely with the Digital Marketing Officer and Communications Officer to create engaging content and messaging.
- 1.4. Manage relationships with suppliers for outsourced programs and projects.
- 1.5. Deliver high standard of supporter care, including responding to donor correspondence and queries

2. DATA AND ANALYSIS TO SUPPORT FUNDRAISING AND PLANNING

- 2.1. Utilise Raisers Edge effectively, maintain and develop the supporter database for fundraising.
- 2.2. Provide data and analysis on fundraising campaigns to assist with planning and budget setting, plus researching of costs and income projections.
- 2.3. Carry out internal and external fundraising research and use data insight to develop retention fundraising plans and campaigns.
- 2.4. Keep up to date with relevant legislation including GDPR and ensure these are reflected in Tree Aid's fundraising.

3. ADMINISTRATION LEGACIES AND MANAGE ENQUIRIES

- 3.1. Manage the administration for legacy gifts pledged to Tree Aid, including relationship management with all relevant stakeholders.
- 3.2. Liaise with the Finance Department to ensure cross-department accuracy of donor pledges.
- 3.3. Assist in event organisation where regular givers, frequent givers and/or legacy prospects will be present.

4. SUPPORT AND MAINTAIN VOLUNTEERS

- 4.1. Assist with recruitment of volunteers, intern and temps.
- 4.2. Identify projects that can be delegated to volunteers.
- 4.3. Provide coaching and on-going support to interns and volunteers.

5. OTHER TASKS AS AGREED WITH MANAGER

- 5.1. Provide occasional back-up and cover to team/department staff as appropriate.
- 5.2. Contribute to effective team working and suggest improvements for more effective and efficient ways of working.
- 5.3. Carry out any other duties within the scope, spirit and purpose of the post as requested by your line manager.
- 5.4. Be familiar with the work of Tree Aid and be able to communicate this to enquirers and donors to inspire them to give.
- 5.5. Maintain effective paper and electronic filing systems.

PERSON SPECIFICATION:

Knowledge & Experience:

- 1-2 years' experience of direct marketing and fundraising across all channels. (Inc. phone, email, online, print)
- Experience of project managing fundraising campaigns to agreed targets, deadlines & budgets
- 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
- Knowledge of administering legacies

Skills:

- Excellent planning and project management skills; experienced in prioritising workload.
- Excellent written communications skills and high standard of English; good editing and copy writing skills, able to communicate in an engaging and persuasive style.
- High level of attention to detail.
- Understanding of good digital customer journeys and stewardship journeys.
- High level of numeracy and analytical skills with ability to analyse data and produce reports.
- Good IT ability, including good typing skills and the use of Microsoft Office (including Excel and Word).
- Good supporter/customer care skills and good telephone manner.

Personal Qualities:

- A passion for international development and to issues affecting rural smallholder farmers in dryland Africa
- Proactive and confident to make recommendations to improve future activity.
- Open and willing to learn
- Flexible and responsive