Digital Marketing Assistant

“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, whilst improving the livelihoods of local people. Our guiding principles are to work with and alongside local partnerships, act as a catalyst for change, and 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.

Fundraising Department

The FFI Fundraising team currently consists of around 30 individuals split into three sections – Supporter Development, Major Donors and Trusts & Foundations. The digital marketing team (including this role) sits 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-increasing, making it a dynamic and ambitious environment.

The Opportunity

FFI’s digital marketing is growing rapidly. Four years ago, we raised under £15,000, but we’ve been able to grow that to over £2.2 million revenue last year. The digital marketing team, currently three people, have huge aspirations to grow that even further. That’s why we’ve created this new role - we need a talented individual who can help get us to the next level.

You will be responsible for supporting our digital marketing activities across the spectrum of what we do online. That will include fundraising copywriting, data management, administrative tasks and stewarding our online supporters.

This is an ideal opportunity for someone looking to begin their career in digital marketing, or to take a first step into marketing for a non-profit. You will need to be confident talking to and writing for the public, be excellent working with data and be calm under pressure. Most importantly, you will need to be ambitious for a career in digital marketing and willing to get stuck into the day-to-day backroom tasks needed to make that marketing happen.

In exchange this role offers the chance to work in a team that is rapidly growing in size, targets and ambition. You will develop many new skills and will be able to evolve your career in an exciting and rewarding environment, while having a significant and demonstrable impact on saving the planet.

Additionally, 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 £20,000 per annum


Benefits: 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

For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months’ continuous employment.

Group Life insurance, currently set at a benefit of 4 x basic salary

Hours of Work: This is a full-time position, working 37.5 hours per week Monday to Friday inclusive.

Job Description

Job Title: Digital Marketing Assistant

Reporting to: Digital Marketing Manager

Key Relationships: Digital Marketing Officer
                Digital Marketing Executive
                Head of Supporter Recruitment and Development
                Supporter Experience Team
                Digital Communications Team

Purpose:

FFI’s digital marketing income is growing rapidly and you will provide marketing and administrative support to the Digital Marketing Manager and other digital marketing team members.
Key Responsibilities

Digital marketing
- Support the Digital Marketing Executive in creating static image adverts for social media. Select images, write slogans and create ads that look emotionally powerful and professional.
- Write pledges and petitions for FFI’s lead generation programmes to generate signups and feed email marketing processes.
- Support the Digital Marketing Officer in managing email automation journeys. Constantly analyse, tweak and perform necessary administration to ensure new signups get an exceptional first impression of FFI and continue by giving their first gift promptly and signing up for regular gifts.
- Create new email automation journeys to ensure supporters receive marketing that’s relevant to the campaign they sign up through.
- Support the Digital Marketing Manager in researching and contacting online influencers who may support FFI’s e-commerce activity, for example securing t-shirt designs from art focussed content creators.
- Create and write content for donation pages for weekly e-newsletters. Ensure these are factually correct, on brand and convert supporters.
- Continuously monitor the performance of donations pages. Suggest and implement ways their conversion rates could be improved.
- Research relevant ‘celebration days’ (e.g. world wildlife day) that FFI could benefit from. Keep a calendar of these and make sure they’re fed into other team members activity calendars.
- Constantly research and suggest emerging digital marketing platforms and methods that FFI should test.

Supporting digital supporters
- Manage the e-newsletter email inbox, promptly replying to supporter queries each day, thanking them for their donations and feeding common comments back to the digital marketing team.
- Work with the Supporter Experience team to ensure email inbox management is joined up, learnings are shared and all supporters are being contacted smoothly.
- Support the Digital Marketing Executive in social media community management. Reply to supporter comments promptly, and take steps to ensure public discussions are constructive and appropriate.
- Actively participate in FFI’s community fundraising groups on social media. Create posts of yourself partaking in challenges, and help steward the community.
- Support the Digital Marketing Officer in managing transactional emails. Ensure these are written for and tailored to each digital appeal.

Digital marketing administration
- Upload all new leads onto our email marketing software. Ensure their data is kept clean and subscribers receive what they’re supposed to.
- Update suppression lists on lead generation platforms on a monthly basis.
- Support the Digital Marketing Executive in sourcing stock imagery and video for social media adverts.
- Oversee the Digital Marketing team’s credit card administration process.
- Raise purchase orders for digital marketing services when required.
- Manage the Digital Marketing team’s shared creative assets. Ensure all assets are properly backed up and filed in an easily accessible way.
- Generate data for monthly e-appeals from the CRM database.

Duties may be altered, reasonably added or delegated from time to time to reflect changes within the organisation’s activities and structure.

## Person Specification

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<th>Essential</th>
<th>Desirable</th>
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<td><strong>Skills</strong></td>
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<td>Data management and analysis skills&lt;br&gt;Excellent time management and prioritisation skills, with an ability to work to continuously tight deadlines&lt;br&gt;Advanced Microsoft Office skills, particularly Excel&lt;br&gt;Fluency in English</td>
<td>Experience with Campaign Monitor, or other similar products&lt;br&gt;Experience with Google Analytics&lt;br&gt;Experience with Google Ads&lt;br&gt;Experience with Wordpress CMS&lt;br&gt;Fluency in Dutch, Italian, German, Spanish or French</td>
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<td><strong>Knowledge and experience</strong></td>
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<td>Understanding of not-for-profit marketing&lt;br&gt;Understanding of digital marketing&lt;br&gt;Experience of persuasive writing</td>
<td>Knowledgeable about data regulations, including GDPR and PECR&lt;br&gt;Knowledge about email marketing, social media marketing and marketing funnel principles&lt;br&gt;Experience with CRM databases&lt;br&gt;Basic understanding of conservation&lt;br&gt;Experience of celebrity marketing</td>
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<td><strong>Behavioural qualities</strong></td>
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<td>Exceptional attention to detail&lt;br&gt;Comfortable with talking to supporters via email and social media on a regular basis&lt;br&gt;Builds positive organisational relationships&lt;br&gt;Ambitious and enjoys meeting bold targets&lt;br&gt;Good team player, and keen to get stuck in to background tasks</td>
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<td><strong>Other</strong></td>
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<td>Commitment to FFI’s values and empathy with our mission&lt;br&gt;Entitlement to work in the UK</td>
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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 should consist of the following:

- Covering letter confirming your interest and explaining how your experience and skills refer to the role
- Full CV
- Contact details for two referees (who will not be approached without your permission)

Applications should be submitted electronically to Mark Todd (Digital Marketing Manager) at mark.todd@fauna-flora.org. Please mark your application ‘Digital Marketing Assistant’ and indicate in your covering letter where you saw this position advertised.

A shortlist of applicants will be selected based on their CV/cover letter to complete a short writing task. This task will be assessed and used to select candidates for interview.

The closing date for applications is Sunday, 20 March 2022. Interviews will be held during the week commencing 28 March 2022.

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 Adviser, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity.