Mid-Level Giving Manager

“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, Fauna & Flora Vice-president
Fauna & Flora

Fauna & Flora saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, Fauna & Flora is the world’s longest established international conservation body; our conservation work, and impact, spans the globe.

Fundraising Team

The Fauna & Flora Fundraising team currently consists of around 20 individuals split into three sections – Supporter Marketing, Major Donors and Institutional Fundraising. This role is within the Supporter Marketing section, which focusses on raising unrestricted income from the general public, but it will provide a link between this team and the Major Donor team. We work closely with the Communications team on publications and online communications, working to ensure Fauna & Flora’s brand reputation is protected. Our income targets are bold and ever-growing, making it a dynamic and ambitious environment.

The Opportunity

This is a truly exciting time to be joining Fauna & Flora’s Fundraising Team. Over the past couple of years, we have established a fundraising programme that is going from strength-to-strength. More people than ever before are choosing to support our work, and as a result our donor base is rapidly growing.

The new role of Mid-level Giving Manager is an exciting opportunity for a hands-on, fundraising-savvy candidate to help Fauna & Flora achieve its ambitious fundraising goals. The role will develop a mid-level giving programme, aimed at deepening relationships with our mid-level donors, those giving between £500 and £9,999 per annum, and acquiring new mid-level donors through a combination of acquisition and development work. Our key audiences are currently in the UK and USA – where we are developing an in-country fundraising team that this role will work closely with.

This successful candidate will bring a bold new vision to mid-level donor communications that will inspire and inform, and build strong connections with donors through personal outreach, events and tailored communications. They will be instrumental in growing the pool of mid-level donors, through devising and managing campaigns and initiatives.

The ideal candidate will have relevant experience within the charity sector. They will be used to driving change, leading teams through key strategic projects, building excellent working relationships and influencing a wide range of stakeholders.

The role represents an exciting opportunity for someone who is keen to work in a fast moving and dynamic environment. As the role will involve working across many teams, you will have a great opportunity to develop excellent cross team relationships and experience the breadth of work undertaken by Fauna & Flora.
The role also offers an opportunity to learn and to develop your career in an exciting and rewarding environment. In addition, Fauna & Flora 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 £45,000 per annum

Location: Fauna & Flora, Cambridge
Current policy offers partial remote working within the UK

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 Fauna & Flora UK offices are closed

For employees on UK-based contracts, Fauna & Flora 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: Mid-Level Giving Manager

Reporting to: Head of Supporter Recruitment & Development

Key Relationships: Supporter Marketing Team, Major Donor Team, Prospect Research and Insight Team, Fauna & Flora USA Fundraising team

Purpose:
- To develop and execute a mid-level donor strategy that maximises the fundraising potential from individual donors who are capable of giving £500 - £9,999 – via one-off gifts or through regular giving.
- To develop a mid-level donor stewardship programme that focuses on informing and inspiring supporters.

Specific Duties:

Donor Acquisition and Development:
- Develop and execute a mid-level donor strategy that maximises the fundraising potential from individual donors who are capable of giving £500 - £9,999 – via one-off gifts or through regular giving.
- Champion the mid-level audience needs in messaging, creative, and segmentation for Fauna & Flora’s fundraising campaigns. This will include devising selections, recommending creative/copy amends and providing ask level direction
- Identify one-off and bespoke opportunities for mid-level donor acquisition and development, and develop personalised proposals that take into account a donor’s giving history and interests
- Support the evolution of Fauna & Flora’s regular giving programme, by developing new upgrade initiatives to increase the number of supporters donating c.£50 a month, and be involved in RG product development, specifically to attract higher value regular supporters
- Manage the Fauna & Flora Friends scheme, including leading a review of its effectiveness, and dependant on this review, you will manage a relaunch of the scheme OR research and develop new mid-level giving products.
- Work closely with the Prospect Research and Insight team to identify Major Donor prospects (those with the potential to give at £10k or above). This will include developing the systems required to identify these donors and the protocols required to ensure the stewardship of them is managed effectively
- Champion the Conservation Circle (Major Donor Giving group) to mid-levels donors when appropriate, as well as promoting Legacy Giving to this audience.
- Take responsibility for stewarding certain major donors, those who give at higher levels but require more ‘light-touch’ engagement.
- Work closely with the Major Gifts Fundraising team in the US, to develop the US mid-level giving offering, and to brief them on specific US stewardship requirements.
Donor Stewardship and Engagement

- Design and implement a stewardship plan that will transform the way Fauna & Flora engages with mid-level donors. From thanking and recognising generosity; to demonstrating impact and celebrating milestones – it will form a world-class supporter experience that underpins the mid-level programme.
- Take responsibility for managing a growing portfolio of 500-600 mid-level donors, and provide them with a first-class supporter experience, including providing them with high-quality and prompt donor care via multiple channels, helping to address questions or complaints.
- Build relationships with mid-level donors over the phone, by email, through ongoing written contact and other engagement opportunities.
- Plan and manage mid-level donor programme of events.

Analysis and Data Management

- Report on all mid-level donor metrics, from supporter numbers to attrition levels and work closely with the Database Manager to produce a suite of reports that will be used to monitor trends overtime, and ultimately measure success or areas for continued development.
- Prepare regular activity reports that indicate progress on departmental goals related to mid-level donor acquisition or stewardship campaigns.
- Track all donor interactions, including donations and contact history, as well as areas of interest and communication preferences in order to maintain accurate and useable data to deliver the best donor experience.
- Work independently and with colleagues or external agencies to use analytic modelling and/or data insights to identify donors in the lower-value range, who have the propensity to upgrade to mid-level.

General Responsibilities

- Assist the Head of Supporter Recruitment & Development in setting and monitoring budgets and targets for Mid-level fundraising.
- Work closely with the Communications team to ensure that fundraising activities are fully briefed to relevant internal stakeholders, and opportunities to integrate fundraising with communications are explored, proposed and implemented in an efficient manner.
- Contribute to team and wider organisational meetings as appropriate, developing an in-depth knowledge of team and department activities and communicating this if needed.
- Provide other support within the team on fundraising-related activities where appropriate and in liaison with the Head of Supporter Recruitment & Development.
- Adherence to Data Protection legislation and Fauna & Flora policies and procedures relating to the processing and storing of data.
- Stay abreast of industry best-practices in mid-level donor management.
## Person Specification

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<th>Skills</th>
<th>Essential</th>
<th>Desirable</th>
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<td></td>
<td>• Strong organisational and project management skills, and a clear focus on results</td>
<td>• Works with individuals and teams across an organisation to come up with innovative plans and ideas</td>
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<td>• Ability to manage conflicting priorities to ensure objectives are achieved and deadlines are met</td>
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<td>• Ability to convey FFI’s work with confidence and credibility</td>
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<td>• Excellent numeracy skills, including budget management</td>
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<td>• Highly developed and impactful communication skills, both written and oral</td>
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<td></td>
<td>• Ability to gain respect and influence outcomes relating to area of responsibility, at all levels</td>
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<td>• Analytical skills</td>
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<td>• Excellent copywriting skills</td>
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<td>• Ability to translate strategic direction into medium-and long-term plans and objectives</td>
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<td>• Microsoft Office skills</td>
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<td>• Fluency in English</td>
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<td></td>
<td>• Works with individuals and teams across an organisation to come up with innovative plans and ideas</td>
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<td>• In-depth knowledge of fundraising, including donor acquisition and development</td>
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<td>Knowledge and experience</td>
<td>• Experience working in a similar role – focusing on mid-level or major donors</td>
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<td>• Experience of providing strategic direction and leadership within a fundraising or corporate sector</td>
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<td>• Proven experience of planning and delivering stewardship campaigns, including event planning</td>
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<td>• Proven experience of using data analysis to optimise fundraising or marketing campaigns</td>
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<td>• Experience of managing people, and supporting them to fulfil their professional development</td>
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<td>• Working knowledge of data protection and fundraising regulation and best practice</td>
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<td>• Experience of using CRM databases</td>
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<td>• Proven/significant experience of developing fundraising systems, procedures and processes</td>
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**Behavioural qualities**

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims
- A good strategic problem solver, and able to work calmly under pressure
- A confident and persuasive communicator
- Demonstrates FFI’s values
- A target driven approach
- Builds positive internal and external relationships
- Encourages a supportive and positive working environment where team members at all levels are empowered to freely express questions and opinions
- Questions assumptions and seeks further insight to inform decision making
- Contributes ideas, approaches and insights that enable innovation

**Other**

- Interest in and empathy with FFI’s mission
- An interest in conservation and environmental issues

**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 tom.beesley@fauna-flora.org

Please mark your application ‘Mid-Level Giving Manager’ and indicate in your covering letter where you saw this position advertised
The closing date for applications is **Sunday 16 April 2023**. Interviews are likely to be held during the week commencing **24 April 2023**. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter and indicate where you saw the position advertised.

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**

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

Fauna & Flora values diversity and is committed to equality of opportunity.