Marketing Assistant

“In the past century Fauna & Flora 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

At Fauna & Flora, our shared purpose is to protect the diversity of life on Earth, for the survival of the planet and its people. We work closely with local conservation partners around the world to save nature, together. We harness this collective expertise to inspire positive change globally.

Fundraising Team

The Fauna & Flora Fundraising team currently consists of around 40 individuals split into three sections – Supporter Development, Major Donors and Institutional Fundraising. The 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 Fauna & Flora’s Communications team on publications and online communications, working to ensure Fauna & Flora’s brand reputation is protected. Our income targets are bold and ever-increasing, making it a dynamic and ambitious environment.

The Opportunity

This is an ideal opportunity for someone looking to begin their career in marketing, or to take a first step into marketing for a non-profit. You will understand the principles of marketing, be a proficient writer and feel confident working with data. You will have excellent attention to detail and be calm under pressure. Most importantly, you will need to be passionate about a career in 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 in an exciting and rewarding environment, while having a significant and demonstrable impact on saving the planet.

Additionally, 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.

This role is not eligible for sponsorship for a Skilled Worker Visa.
## Terms and Conditions

<table>
<thead>
<tr>
<th>Start Date:</th>
<th>As soon as possible</th>
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<tr>
<td>Duration of Contract:</td>
<td>Permanent</td>
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<tr>
<td>Probation Period:</td>
<td>Six months</td>
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<tr>
<td>Gross Salary Range:</td>
<td>£22,000 - £24,000 per annum</td>
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| Location: | Fauna & Flora, Cambridge  
Current policy offers partial remote working within the UK |
| Benefits: | 25 working days’ annual holiday entitlement 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

<table>
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<tr>
<th>Job Title:</th>
<th>Marketing Assistant</th>
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<td>Reports to:</td>
<td>Marketing Manager</td>
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| Key relationships: | Supporter Recruitment & Development Team  
Digital Communications Team |
| Purpose: | To support fundraising objectives through copywriting, CRM marketing and data analysis, while providing support for the wider marketing team across a range of day-to-day tasks. |
Key Responsibilities:

Marketing and copywriting
- Write marketing emails on a regular basis
- Provide copywriting support for the wider marketing team across online and offline mediums
- Develop and maintain knowledge of Fauna & Flora’s CRM marketing platform (Salesforce’s marketing cloud) to help the team with donor analysis
- Working with the Marketing Manager and the Digital Marketing Officer, manage and create Fauna & Flora’s email welcome automations - helping to ensure high proportions of new subscribers are converted into cash and regular givers in their first 6-12 months
- Create new content for automation journeys, including personalised, engaging and responsive emails that will encourage greater support amongst Fauna & Flora’s donors
- Carry out market research into social media adverts and other marketing materials
- Provide copywriting support for mid-level appeals and materials when required

Data analysis, reporting and administration
- Assist the Digital Marketing Officer and Marketing Manager with reviewing data monitoring and the performance of marketing mediums
- Working with the Digital Marketing Officer, carry out split test on marketing creatives and feed the learnings into wider marketing
- With support from the Database Officer, create a series of reports that monitor Fauna & Flora’s donor base for opportunities
- Generate data for monthly e-appeals from the CRM database
- Update suppression lists on lead generation platforms on a monthly basis
- Ensure adherence to Data Protection legislation and Fauna & Flora’s policies and procedures relating to the processing and storing of data

Marketing support
- Support the Marketing Manager in managing transactional emails and acknowledgement letters. Ensure these are written for and tailored to each digital appeal.
- Assist with the management of appeal printing
- Support the Digital Marketing Officer in sourcing stock imagery and video for social media adverts
- Support the Digital Marketing Officer with creating and reviewing engaging surveys for our supporters through Survey Sparrow
- Organise and manage an appeal and marketing archive
- Support the team in carrying out administrative tasks when required

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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<tr>
<td><strong>Skills</strong></td>
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<tr>
<td>• Strong writing skills with ability to produce compelling direct response copy</td>
<td>• Experience with Campaign Monitor, Marketing Cloud or other similar products</td>
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<td>• Excellent time management and prioritisation skills, with an ability to work to tight deadlines</td>
<td>• Experience with Wordpress CMS</td>
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<td>• Proof reading and editorial skills with a meticulous attention to detail</td>
<td>• Fluency in Dutch, Italian, German, Spanish or French</td>
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<td>• Data management and analysis skills</td>
<td>• Experience with Google Analytics</td>
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<td>• Advanced Microsoft Office skills, particularly Excel</td>
<td>• Experience with Google Ads</td>
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<td>• Fluency in English</td>
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<tr>
<td><strong>Knowledge and experience</strong></td>
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<td>• Knowledge of digital marketing</td>
<td>• Knowledge of not-for-profit marketing</td>
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<td>• Experience of persuasive writing</td>
<td>• Knowledgeable about data regulations, including GDPR and PECR</td>
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<td>• Experience of working to deadlines</td>
<td>• Knowledge about email marketing, social media marketing and marketing funnel principles</td>
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<td>• Knowledge of web design and development</td>
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<td>• Experience with CRM databases</td>
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<td>• Basic understanding of conservation</td>
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<td><strong>Behavioural qualities</strong></td>
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<td>• Demonstrates Fauna &amp; Flora’s values</td>
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Fauna & Flora 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 Fauna & Flora 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 inclusive, supportive & respectful
- We get things done

How to Apply

Applications should consist of the following:

- Covering letter explaining why you are applying, relating your experience and skills to the role
- Full CV
- Contact details for two referees (who will not be approached without your permission)

Applications should be submitted electronically to anastasia.mckeating@fauna-flora.org

Please mark your application ‘Marketing Assistant’ and indicate in your covering letter where you saw the position advertised.

The closing date for applications is Sunday, 8 October 2023. Interviews are likely to take place during the week commencing 23 October 2023.

No agencies please.

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

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