

## JOB DESCRIPTION AND PERSON SPECIFICATION

**JOB TITLE:** Individual Giving Manager

**REPORTS TO:** Head of Individual Giving

**REPORTING TO POSTHOLDER:** No direct reports

**LOCATION:** Hybrid - Home / and London office attendance for a minimum of two days per week (with possibility of occasional overseas travel)

**DURATION & HOURS:** Full time, permanent

### PURPOSE OF THE ROLE

The Individual Giving Manager plays a vital role in the planning and delivery of Farm Africa's fundraising and communications strategy. Working closely with the Head of Individual Giving, this hands on role manages a busy portfolio of on and offline communications including appeals, newsletters, digital campaigns, emails and social media, with an annual income target of over £1m and a remit to grow and develop this income further.

### KEY TASKS AND RESPONSIBILITIES

- To plan and implement the delivery of creative and engaging fundraising campaigns to warm audiences using both on and offline channels.
- To plan and implement supporter acquisition campaigns using innovative techniques to reach new audiences.
- To plan and implement innovative and automated supporter journeys in order to maximise engagement and retention.
- To plan and implement inspiring legacy campaigns to warm audiences using both on and offline channels.
- To assist the Head of Individual Giving with KPIs, budget setting and quarterly reforecasting, leading on weekly appeal reporting.
- To appoint and maintain excellent working relationships with external suppliers, including overseas content collection agencies, data processors, creative agencies and print and production houses, in order to ensure work is delivered to the highest possible standard with the best value for money.
- To develop and apply appropriate targeting and personalisation for campaigns, produce data selection briefs and prepare complex data files.
- To lead on strategic direction of online content to complement our offline supporter communications.
- To ensure engaging and appropriate content is being gathered for supporter communications via research and liaison with project teams.
- To put strategies in place to maximise the conversion of email leads to financial supporters.
- To maintain legacy admin and prepare pipeline reports for senior teams.
- To work closely with the rest of the External Relations department to develop and implement integrated annual plans, setting performance measures and monitoring results throughout the year.

PERSON SPECIFICATION	
Essential	Desirable
<b>Education, qualifications &amp; other knowledge</b>	
Strong understanding of fundraising and data protection legislation and Gift Aid	
<b>Experience</b>	
Successful delivery of multi-channel individual giving campaigns, raising £1m+ per annum	Working within an overseas development charity
Developing strategies to drive growth through individual giving products and approaches both on and offline.	
Managing relationships with key external agencies and suppliers	
Budgeting, forecasting and financial reporting	
Excellent knowledge of digital marketing and demonstrable experience of using it to drive income and supporter acquisition	
Managing all aspects of successful offline direct marketing campaigns, including creative development, print and production, fulfilment and results analysis	
Writing data briefs and preparing complex data files for mailing	Previous experience of using Raiser's Edge NXT
Briefing and managing print and production processes and writing complex laser personalisation briefs for mailing	
Writing compelling copy for marketing comms	
Experience in legacy marketing and managing legacy admin	
<b>Skills &amp; abilities</b>	
Ability to assess the accuracy of copy and artwork, with strong attention to detail	
Working knowledge of digital platforms such as Campaign Monitor and WordPress	Previous experience of using InDesign or Photoshop
Excellent written and verbal communication skills and the ability to share information in an appropriate, timely way	
Strong numerical skills and the ability to use Excel to effectively collate and analyse data	
Exceptional organisational skills and the ability to plan and prioritise work to achieve objectives whilst maintaining quality and meeting deadlines	
Ability to build positive working relationships	
<b>Attitudes</b>	
Curious and open to new ideas and approaches	
Sensitivity to, and willingness to develop an understanding of development issues	
Ambitious, proactive and flexible 'can do' attitude	
Extremely organised and calm under pressure	
Willingness to understand and give priority to the requirements of partners including colleagues, donors, suppliers and beneficiaries	

### Our Values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

**EXPERT.** Deep expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.

**GROUNDDED.** Positive change starts with Africa's people, so our experts work closely with local communities, engaging them in every level of decision-making.

**IMPACTFUL.** We take a long-term view so we can deliver lasting changes for farmers and their families.

**BOLD.** We model innovative new approaches and are not afraid to challenge strategies that are failing.

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