

## JOB DESCRIPTION AND PERSON SPECIFICATION

**JOB TITLE:** Head of Individual Giving

**REPORTS TO:** Director of External Relations

**REPORTING TO POSTHOLDER:** Individual Giving Manager, Supporter Care Manager, Database Manager

**LOCATION:** London with occasional overseas travel

**DURATION & HOURS:** Permanent, full-time (part time applicants will be considered)

### PURPOSE OF THE ROLE

This is an exciting time to be joining Farm Africa's External Relations team. As we embark on the development of a new strategy we will be expanding our donor marketing activities and diversifying Farm Africa's income. We are looking for an inspiring and passionate senior fundraiser and experienced manager to lead our Individual Giving programme which includes donor recruitment and retention, as well as focusing on the development of our mid to high value donor strategy.

The key purpose of this role is to maximise income from the public, to market Farm Africa to a variety of audiences, both online and in print, and to play an active part in the senior leadership of Farm Africa's External Relations team.

This role will also manage the team wide performance measures, supporting the External Relations Director in building a stable information infrastructure that guides our fundraising, and ensure that our data management is evolving alongside our changing marketing methods.

### KEY TASKS AND RESPONSIBILITIES

- ▼ Develop and implement fundraising strategies and detailed multi-year budgets in line with the departmental strategy, with a view to recruit individual donors and donor groups and to deliver reliable long-term income. This will include developing and delivering a digital marketing strategy and exploring new areas of donor recruitment.
- ▼ Develop supporter relationship and marketing strategies which enhance donor journeys, secure long-term commitment and achieve excellent supporter relationships. Working closely with the wider External Relations teams, to strengthen our donor journey in line with our evolving donor base will be key.

- ✎ Work with key stakeholders to develop and implement an online giving strategy, whilst introducing integrated strategies as required and ensuring an appropriate digital donor journey is in place.
- ✎ Manage the Supporter Services and Database functions at Farm Africa ensuring that excellent donor care and robust data management are at the forefront of all fundraising activities.
- ✎ Define and drive long-term performance measures and objectives for the team, used for operational as well as board reporting, and working closely with the rest of the External relations leadership to build a sound information infrastructure, robust key performance indicators and measurements that reflect our evolving fundraising methods and approaches.
- ✎ Design and implement detailed communication and supporter relationship plans that deliver on supporter experience and improve Farm Africa's donor retention.
- ✎ Ensure that Farm Africa's fundraising activities model best practice by keeping abreast of sector developments.
- ✎ Provide inspirational leadership and management to the team disseminating strategic and organisational information to the team as appropriate.
- ✎ Undertake special or departmental wide projects as appropriate and delegated by the Director of External Relations, deputise for the Director when required and play an active role in the senior leadership of the External Relations team as well as Farm Africa overall, delivering shared objectives and strategy.

PERSON SPECIFICATION	
Essential	Desirable
<b>Education, qualifications &amp; other knowledge</b>	
Educated to degree level or equivalent	Academic or practical fundraising or marketing qualification.
<b>Experience</b>	
Proven track record of delivering direct marketing campaigns at senior level	Planning and executing online fundraising appeals and campaigns
Managing, delivering and accurately forecasting against income and expenditure budgets of £1m+	Building complex multi-year budgets and financial modelling
Line management	Data manipulation
Developing fundraising strategies aimed at individual donors	Experience of working in an international development context
Identifying and exploring viability of effective fundraising opportunities for a charitable organisation	
Design and implementation of complex segmentation and personalisation strategies	
Managing relationships with key stakeholders and supporters	

Skills & abilities	
Highly numerate and experienced in monitoring budgets, delivering multiple fundraising campaigns	Presentation skills
Excellent project management skills	Board liaison and representation
Ability to communicate effectively and persuasively	
Ability to work with a wide range of audiences and stakeholder	
Raiser's Edge experience	
Strong Excel skills	

## 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.

**GROUNDLED.** 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.

Contact details:

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