

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Individual Giving Manager (Maternity cover)

REPORTS TO: Director of External Relations

REPORTING TO POSTHOLDER: Individual Giving Officer

LOCATION: London with occasional overseas travel

DURATION & HOURS: Full time, 12 months fixed term

PURPOSE OF THE ROLE

The Individual Giving Manager plays a vital role in developing the strategic direction and delivery of Farm Africa's fundraising and communications strategy. Working closely with the Director of External Relations this role is integral part of the team at Farm Africa, managing a busy portfolio of on and offline communications including appeals, newsletters, emails and social media, with an annual income target of over £1m.

KEY TASKS AND RESPONSIBILITIES

- Responsible for the planning and execution of all Individual Giving communications, increasing net income, maximising supporter retention and increasing lifetime value.
- To manage the delivery of a range of fundraising campaigns to key audiences using both on and offline channels, ensuring all work is delivered to a high standard, on time and within budget.
- To write and manage the Individual Giving budgets, leading on monthly financial reporting and quarterly reforecasting.
- To appoint and maintain excellent working relationships with external suppliers, in order to get the best results and value for money for Farm Africa.
- To oversee the project management of all external suppliers working on IG campaigns including data processors, creative agencies and print and production houses, in order to ensure work is delivered to the highest possible quality.
- To develop and apply appropriate targeting and personalisation for campaigns, produce data selection briefs and prepare complex data files.
- To take overall responsibility for the delivery of Farm Africa's email communications, including monthly e-newsletters and our growing Recipes for Prosperity stream, ensuring engaging supporter journeys are in place and data is being managed appropriately and in line with legal requirements.
- 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, liaison with project teams and overseas project visits.
- To put strategies in place to maximise the conversion of email leads to financial supporters.
- To work closely with the rest of the External Relations department to develop and implement integrated annual plans, setting performance measures and monitoring of results throughout the year.

PERSON SPECIFICATION	
Essential	Desirable
Education, qualifications & other knowledge	
Strong understanding of fundraising and data protection legislation and Gift Aid	Academic or practical marketing qualification
Experience	
Leading a busy Individual Giving / Fundraising team	Working within an overseas development charity
Line management	
Budget management	
Development and delivery of both on and offline fundraising strategies	
Managing all aspects of offline direct marketing campaigns, including budgeting and income forecasting, creative development, print and production, fulfilment and results analysis	
Writing data selection and appending briefs and preparing data files for mailing	Previous experience of using Raiser's Edge
Briefing and managing print and production processes including writing laser briefs	
Excellent working knowledge of digital marketing	
Writing copy for marketing communications	
Managing relationships with external agencies	
Skills & abilities	
Ability to assess the accuracy of copy and artwork, with strong attention to detail	
An excellent eye for design and creative flair	Working knowledge of Indesign, Photoshop or other design software
Excellent written and verbal communication skills and the ability to share information in an appropriate and 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 lead a cohesive team, build and maintain positive relationships and contribute to a positive team spirit	
Attitudes	
Sensitivity to, and willingness to develop an understanding of development issues	
Proactive and flexible 'can do' attitude	
Extremely organised	
Willingness to understand and give priority to the requirements of partners including colleagues, donors, suppliers and beneficiaries	
Calm under pressure	

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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