



JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Individual Giving Manager

REPORTS TO: Head of Individual Giving

REPORTING TO POSTHOLDER: Digital Fundraising Officer

LOCATION: Hybrid (2 days a week in London office)

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

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 Farm Africa's individual supporter base.

KEY TASKS & RESPONSIBILITIES

- ✎ To plan and implement the delivery of creative and engaging fundraising campaigns to warm audiences using both on and offline channels.
- ✎ To take responsibility for the delivery and optimisation of digital acquisition campaigns, with a remit to grow Farm Africa's individual supporter base and engage new audiences with the potential to become long-term supporters.
- ✎ To lead on plans and activities to convert new prospects into regular, long-term supporters.
- ✎ To plan and put in place engaging multi-channel supporter journeys, with a remit to grow income and maximise retention.
- ✎ To assist the Head of Individual Giving with KPIs, budget setting and quarterly reforecasting.
- ✎ To take responsibility for specific budget lines, monitoring expenditure and income and delivering accurate, regular reports.
- ✎ To deliver line management of the Digital Fundraising Officer, providing leadership, guidance and collaboration to achieve the wider goals of the IG team.
- ✎ To appoint and maintain excellent working relationships with external suppliers, including data processors, creative agencies and print and production houses, ensuring work is delivered to the highest possible standard with the best value for money.



- To deliver appropriate targeting and personalisation for campaigns, including management of data selections and complex data files.
- To co-ordinate the collection of engaging content for use in supporter communications via research and liaison with project teams.
- To work closely with the rest of the External Relations department to develop and implement integrated annual plans, developing performance measures and monitoring results throughout the year.

PERSON SPECIFICATION	
Essential	Desirable
Education & Qualifications	
Strong understanding of fundraising and data protection legislation and Gift Aid	Specialist fundraising or marketing qualification
Experience	
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, targeted copy that engages multiple audiences	
Skills & Abilities	
Ability to assess the accuracy of copy and creative, with strong attention to detail	
Working knowledge of digital platforms such as meta, 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	
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:** Expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.
- **GROUNDLED:** Our teams and partners work closely with local communities, engaging them in every level of decision-making.
- **IMPACTFUL:** We deliver long lasting change for farmers, their families, and the environments they live in.
- **BOLD:** We model innovative approaches and are not afraid to challenge strategies that are failing.

About Farm Africa

Farm Africa is a leading charity that works in partnership with smallholder farmers and small businesses in eastern Africa to improve the quality, quantity and value of their produce, so that they can support their families with more resilient livelihoods. We build the positive case for farming in harmony with nature, so that increasing yields goes hand in hand with restoring ecosystems and biodiversity.

www.farmafrica.org

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