



## JOB DESCRIPTION AND PERSON SPECIFICATION

**JOB TITLE:** Digital Fundraising Officer

**REPORTS TO:** Individual Giving Manager

**REPORTING TO POSTHOLDER:** None

**LOCATION:** London (with occasional opportunities for overseas travel)

**DURATION & HOURS:** Full-time, two-year fixed-term contract, with potential to extend. Hybrid working with a minimum of two days per week in the London office.

**SALARY:** £33,200 pa

### PURPOSE OF THE ROLE

Following new investment in supporter acquisition at Farm Africa, the Digital Fundraising Officer will play a vital role in the delivery of our fundraising and communications strategy, with a focus on the delivery of large-scale lead generation acquisition campaigns to reach and engage new supporters through digital channels. As well as playing a key part in creative development and content creation, this role will be responsible for monitoring the performance of social media ads and follow-up telephone calls, reporting to the team on a weekly basis and optimising live campaigns for the best possible results. The post holder will also lead on the supporter journeys for these new audiences, to maximise engagement and retention.

### KEY TASKS & RESPONSIBILITIES

- To play a key role in the planning and delivery of all digital activity for the Individual Giving team.
- To create engaging content for use in social media ads, supporter journeys and telemarketing scripts.
- To lead the creation of webpages to complement both online and offline campaigns, including website landing pages and donation forms.
- To take the lead in the planning and delivery of Farm Africa's e-mail programme, including planning targeted supporter journeys, sourcing content from Farm Africa teams within the UK and Africa, and writing copy.
- To project manage all aspects of campaign delivery, including briefing external agencies, creative development, internal sign off processes, campaign builds, monitoring results, thanking/fulfilment and post-campaign analysis.
- To build and maintain excellent working relationships with external suppliers and agencies, to get the best results and value for money for Farm Africa.
- To ensure all campaigns are accurately monitored, updating reporting documents weekly to share with the team and making suggestions for optimisation.
- To support the wider Individual Giving team with all aspects of campaign delivery as needed.
- To work closely with our Communications team to ensure all campaigns are in line with Farm Africa's brand guidelines.



- ▼ To keep up-to-date with current Fundraising legislation and standards, applying best practice to all communications

**Authority:** The Digital Individual Giving Officer is not a budget holder or a Farm Africa signatory, but will be responsible for managing specific budget lines.

PERSON SPECIFICATION	
Essential	Desirable
<b>Education &amp; Qualifications</b>	
Solid understanding of digital marketing/fundraising	Academic or practical marketing/fundraising qualification
Good understanding of Fundraising data protection legislation and best practice	
<b>Experience</b>	
Working within a busy Individual Giving / Fundraising team	Working within an overseas development charity
Developing and delivering online fundraising campaigns and supporter retention communications	Experience of delivering offline campaigns, including direct mail and telephone
Working with Meta ads, including planning creative, building ads, monitoring results and optimising throughout a campaign	Experience with Zapier or similar automation platforms
Using email marketing platforms to build and schedule compelling email journeys	Experience of using Campaign Monitor
Writing engaging copy for varied audiences	
Managing relationships with external agencies	
<b>Skills &amp; Abilities</b>	
Ability to assess the accuracy of copy and artwork, with strong attention to detail	Working knowledge of Canva, InDesign, Photoshop or other design software
A good eye for design and creative flair	
Excellent written and verbal communication skills and the ability to share information in an appropriate and timely way	
Exceptional organisational skills and the ability to plan and prioritise work to achieve objectives whilst maintaining quality and meeting deadlines	
Ability to work as part of a cohesive team, build and maintain positive relationships and contribute to a positive team spirit	
The ability to effectively collate and analyse data	Experience of using Raiser's Edge NXT
<b>Other Attributes</b>	
Creative flair with the desire to generate new ideas	
Sensitivity to, and willingness to develop an understanding of international development issues	
Proactive and flexible 'can do' attitude	



Extremely organised and able to juggle a busy workload	
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:** 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](http://www.farmafrica.org)

Farm Africa, 1 St John's Lane, London EC1M 4BL

Tel: +44 (0)20 7430 0440

Registered charity no 326901 (England & Wales)