

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Fundraising Officer
DIVISION/DEPARTMENT:	Development (Cambridge)

1. OVERALL PURPOSE OF JOB

The Fundraising Officer (Individuals and Memberships) is a full time position and will be responsible for performing key tasks specific to supporting the Individuals fundraising team.

Key areas of responsibility include:

- * Individual Donor Relationship Management (low-and mid-level regular donors, ad hoc donors and supporters)
- * Individual Donor data collation (constituent & gifts management, processing and recording)
- * Provision of specific support to Individual Giving Fundraising Team – donor management, event management, trip support
- * Some administration support to the Individuals Fundraising Team

2. WORK RELATIONSHIPS

REPORTING TO:
Global Fundraising Manager (Individuals)
REPORTING TO JOB HOLDER:
Fundraising Volunteers
PRINCIPAL OTHER WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT:
<p>Development Department – All members of the global fundraising team – particularly close liaison with the Fundraising Manager (Individuals). Donor engagement and fundraising support.</p> <p>Finance Department – Income processing, recording donations within fundraising database.</p> <p>Communications Department – Dialogue with donors, magazine and newsletter distribution.</p> <p>CEO's Office – Coordination of high net worth donor liaison.</p>
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK:
<p>Regular engagement with BirdLife Partner Fundraising & Communications Staff - primarily coordination of information for appeals and campaigns, and ensuring timely delivery of BirdLife the Magazine.</p> <p>Occasional engagement and liaison with BirdLife Partner Management staff – generally the provision of advice and coordination of information.</p>
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:
<p>Regular engagement with individual donors and members – first contact and throughout relationship.</p> <p>Regular engagement with external suppliers, including events logistics (CRM, magazine, fulfilment, graphic designers, event venues, travel companies, caterers etc).</p>

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2 (a). KEY WORKING RELATIONSHIPS GRID

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife network / other NGOs	2	General public	2	Policy makers (institutional /politicians/ corporations)	1
BirdLife advisory groups, committees, reg. councils	1	Press & media	1	Funding organisations (institutions, foundations, corporations)	1
BirdLife Global Council	1	Regulators/ legislators/ auditors	1	Individual donors/ members	3
Suppliers/service providers	2	Scientific community	1	VIPs/ royalty/ high worth individuals	2
<p>Level of Contact</p> <p>1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.</p> <p>2.= Presenting/Representing/Reporting "Relationship management". Independent exposure representing BirdLife. Maintaining individual contacts. Usually managing information flow.</p> <p>3.= Justifying/Negotiating - "Influencing decision makers". Independent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.</p> <p>Note: There is some additional guidance on this in the role evaluation sheet that should be used alongside new role descriptions.</p>					

3. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:
The Fundraising Officer will play a key role in the Individuals Giving team
<p>Donor Engagement</p> <ul style="list-style-type: none"> • Management and daily liaison with individual prospects, low to mid-level supporters and members – including World and Rare Bird Club (phone, email and letter) • Managing provision and tracking of key information through the complete donor journey (Welcome, Membership & Retention) • Develop and manage prospect researching strategy for potential BirdLife donors • Proactively develop BirdLife membership through acquisition and retention • The creation and distribution of membership communications, including letters, newsletters and direct marketing • Supporting and developing regular membership appeals • Creation of specific campaign and appeal updates for donors

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Data Management

- Day-to-day data capture, input and maintenance of membership and donation records
- Recording of pledges, timely processing of donations and issuing receipts, thank you letters, membership welcome packs
- Production of appeal management information reports to show donor acquisition, funds raised and pipeline pledges
- Daily liaison with Finance team to ensure all bank transactions are processed appropriately (bank transfers and Gift Aid payments)
- Tracking donor income versus objectives and monitoring progress throughout

Membership Communications

- Ownership of reporting schedule for all membership communications and updates
- Management of quarterly mail out of *BirdLife - the magazine* in close liaison with mailing house (preparing and checking quarterly mailing list report from Raiser's Edge & assembly of other mailings)

Event Support

- Coordination of membership events such as the Rare Bird Club lunch and annual dinner, including liaison with suppliers and external facilities
- Supporting the Strategic Development Manager on production of international Rare Bird Club trips

Support to wider Development and CEO Department

- Coordination, preparation and distribution of key donor data to Development Team and CEO
- Support on the creation and development of global and multi-Partner appeals and campaigns
- Updating Development team webpages
- Preparation of reports and presentations for donor meetings and events
- Responsibility for managing fundraising volunteers
- Checking and raising invoices

4. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	Delegated budget responsibility for World and Rare Bird Club
Contracts – Funders	Not Applicable.
Contracts – Staff/Consultants	Not Applicable.
Contracts – Service providers	Authority to hire service providers in consultation with Line Manager.
Legal Responsibility	Normal legal responsibilities apply bound by contract.
Other	N/A

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5. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	Educated to A Level or above, or have other relevant professional experience. Must be numerate and literate, with a high level of oral and written communication skills.
Job Specific Education/Qualification	Institute of Fundraising (IoF) or Institute of Direct Marketing (IDM) qualifications (or equivalent) would be an advantage.
Job Specific Knowledge	Knowledge of contemporary digital fundraising platforms, digital communications services (such as MailChimp) and CRM databases an advantage, but full training will be provided.
Experience	Experience of donor management/fundraising or a role with significant transferable skills is essential.
Management & organisational skills	Good organisational and problem-solving skills. Demonstrate the ability to prioritise and co-ordinate a number of projects simultaneously, across different work streams. Ability to manage own workload with minimal supervision. Good team-working ability.
Communications skills	Strong verbal and written communication skills. Confident working with a busy team and with the ability to show a high level of integrity and discretion at all times. Pleasant, professional and confident telephone and interpersonal manner.
Creativity & Initiative	Appetite to develop new and innovative solutions to improve engagement with supporters, members and individual donors.
Computer Literacy	Advance knowledge of all Microsoft Office applications, with particular focus on Excel and pivot tables. Knowledge of any fundraising database systems would be valuable, particularly Raiser's Edge.
Languages	Fluent in English. Any other languages advantageous but not necessary.
Travel requirements	This role is UK-based with no need for regular international travel.
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
Prior knowledge of environmental organisations and funding sources is desirable.	

Prepared by:	Date:
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