



Individual Giving Officer

Location: Flexible remote with regular presence at our office in Horsham, West Sussex for team meetings

Salary £28,000

Full time 35 hours per week

About the Charity

Born Free works tirelessly to ensure that all wild animals, whether living in captivity or the wild, are treated with compassion and respect and can live according to their needs. As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.

We promote Compassionate Conservation to enhance the survival of wildlife, especially threatened species in the wild, and to protect natural habitats while respecting the needs and safeguarding the welfare of individual animals. We seek to positively impact animals in the wild and protect their ecosystems in perpetuity for their own intrinsic value. For the critical roles they play within the natural world.

Set up initially as Zoo Check in 1984 by Bill Travers, Dame Virginia McKenna, and their son Will Travers, Born Free works tirelessly to prevent captive animal suffering and phase out zoos. Will continues to lead the organisation as Executive President, and Virginia remains active on the Board of Trustees, working closely with the team to share our vision and programmes on public forums.

Born Free has recently invested in fundraising to support income growth and diversification under the leadership of a new Director of Fundraising.

The Opportunity

We are looking for an Individual Giving Officer to become an integral member of the fundraising team as we look to diversify and grow our individual giving programme.

Individual giving is a key income stream for Born Free, and you will be supporting the Head of Public Fundraising to grow income from new and existing supporters, including through existing products and testing new ways for people to give. The successful candidate will be involved in areas such as our adoption programme, lottery, appeals, supporter acquisition, retention, stewardship, and digital fundraising.

You will be highly motivated and passionate about the mission of Born Free and bring the experience of working in a fundraising team to help grow and diversify the individual giving programme.

The Role

Working collaboratively with the Head of Public Fundraising to develop and implement the Individual Giving strategy for income growth and supporter retention. The successful candidate will be detail-orientated, a team player, creative and able to work collaboratively as well as independently.

Resourceful, organised and a proactive team player, with excellent communication and interpersonal skills, you will need to juggle both creative and data tasks with drive and enthusiasm, be able to work with minimum supervision and show good judgement and initiative.

Key tasks will include:

- **Supporter acquisition:** work with Head of Public Fundraising to develop, project manage and deliver an integrated multi-channel rolling supporter acquisition across the individual giving portfolio.
- **Supporter retention, journeys, and engagement:** work with the Head of Public Fundraising, Supporter Database & Insight Manager, and Communications team to project manage, and deliver a successful supporter journey to reduce attrition across the individual giving portfolio, and deliver on appeals and other supporter mailings.
- **Digital Marketing:** project manage and champion digital fundraising for individual giving, supporting the Social Media Manager and the Marketing Manager with the development of content.
- **Manage suppliers and stakeholders:** Ensuring high standards of delivery and collaboration are maintained within budgets and procurement requirements.
- **Data insight:** Work alongside the Head of Public Fundraising and Supporter Data & Insight Manager to ensure the selection and segmentation maximise results. Use campaign data to track and report on the effectiveness of activity, attrition levels, and inform decision-making and future planning.
- **Strategy & Planning:** Work alongside the Head of Public Fundraising and Director of Fundraising to produce and execute an effective and sustainable individual giving plan to grow income from new and existing donors.
- **Budgets:** Support the Head of Public Fundraising with compiling budgets, phasing and monitoring Individual Giving income and expenditure.
- **External trends and regulation:** Keep up to date with fundraising trends and legislation in relation to public fundraising, and ensure compliance with the Charity Commission, fundraising regulation and data protection requirements, including the General Data Protection Directive; Ensure all individual giving activity complies with the appropriate regulation and legislation and delivers an excellent experience for supporters.

The successful candidate should ideally demonstrate the following attributes:

- Direct marketing experience (essential) and digital marketing experience (essential)
- Highly numerate and extremely comfortable working with data, spreadsheets and KPIs
- Excellent interpersonal skills with the ability to quickly build effective relationships with colleagues, donors and external suppliers.
- Proven experience in working with Microsoft Office, Excel, and relational databases (including data input), ideally with knowledge of Raiser's Edge or equivalent CRM.
- Excellent communication skills, both written and oral, with the ability to communicate effectively to both external and internal audiences.

- Excellent organisational and administrative skills and an ability to prioritise work, manage time effectively, and meet deadlines, with a strong attention to detail.
- Proven ability to manage relationships with third party suppliers including creative agencies, printers and fulfilment house.
- A team-minded approach - taking others on the journey with you and sharing knowledge / expertise for the benefit of the wider fundraising team and organisation.
- Thirst for learning and passionate about improving campaigns. Celebrates success.
- Solutions-focused. Resilient in the face of setbacks and challenges.
- A strong empathy and engagement with the work of Born Free and the desire to drive it forward, bringing energy and determination to its mission.

The candidate will report directly to the Head of Public Fundraising and has no direct line management responsibilities.

Note: This job description outlines the roles, duties, and responsibilities of the post. It is not intended to detail all specific tasks. Born Free reserves the right to alter the content of this job description to reflect the changing needs of the organisation but is a correct reflection of the main duties of the post at the time of writing.

Our excellent benefits package includes opportunities for continuous professional learning, a generous annual leave entitlement, working from home with regular team meetings to help you maintain a healthy work-life balance, wellbeing support, and a competitive pension.

Born Free is an Equal Opportunities employer and positively encourages applications from suitably qualified and eligible candidates, regardless of age, sex, race, disability, sexual orientation, gender reassignment, religion or belief, marital/civil partnership status, or pregnancy and maternity. We welcome requests for flexible working.

To apply, please send a CV and cover letter to bornfreehr@aspiringhr.com, please include IGO-2024 in the subject of your email. The closing date for applications is 09:00 on Monday 7th October 2024 Born Free politely requests no contact from recruitment agencies or media sales. We do not accept speculative CVs from recruitment agencies nor accept the fees associated with them.

If you do not receive an invitation for an interview by the 11th October 2024 then you have unfortunately not been shortlisted. Interviews will be scheduled to take place week commencing 14th October on Teams. Thank you for your interest.