Job Description: Online & Events Fundraiser

Location: FoES office in central Edinburgh. You will be expected to undertake some work outside of the FoES office when relevant or required and may be expected to undertake domestic and overseas travel in the course of your work.

Reporting to: the Development Manager

Management responsibility: You may be required to manage fundraising volunteers from time to time.

Hours: This is a full time permanent job. You will be contracted to work 35 hours a week. The post will require some work out of hours and potentially in unsociable hours, for which time off in lieu will be granted. There will be no payment of overtime.

Salary: £24,425 - £30,538

Other: You will receive 28 days annual leave plus 11 days statutory holidays. Friends of the Earth Scotland operates a Company Pension Plan with NEST. FoES pension benefits exceed the statutory minimum.

Closing date: noon Monday 22nd October 2018
Interview date: Tuesday 30th October

Job purpose:
This is a key role within Friends of the Earth Scotland, working closely with the Development Manager, Communications Officer and the Membership and Office Manager as well as others in the team. You will be responsible for contributing to and delivering plans to raise income from individual giving and increase membership of FoE Scotland, particularly through online engagement, events and community fundraising.

Online engagement

- With the Development Manager, Membership and Office Manager and Communications Officer develop and implement an online engagement plan which encourages online supporters to join as members and donate to FoE Scotland
- Develop and publish content to our social media channels (Twitter, Facebook) and our email list to promote engagement with FoE Scotland, leading to increased financial support, ensuring content is consistent with campaign aims
- Monitor online engagement on both our website and social media channels against agreed key peformance indicators and tailor and improve our online offering as needed
- Analyse membership data in conjunction with our online activism tools to develop a clearer understanding of our online community
- Work with the Activism Organiser and the Communications Officer to maximise the synergy between activism, engagement and individual giving.

Events and community fundraising

- Take the lead in delivering existing FoE Scotland fundraising events (such as the annual ceilidh), ensuring these deliver a quality experience, meet income targets and increase our reach to potential new members
- Design and deliver new fundraising events and initiatives and evaluate their performance
- Identify and support a pool of supporters and volunteers to undertake community fundraising on behalf of FoE Scotland
- Recruit members and supporters at third party and other FoE Scotland events.

Other duties:

- Contribute to other fundraising projects as required
- Commission fundraising materials
- Contribute to FoES' campaigns and support activism
- Contribute to internal reporting, KPIs etc
- Recruit, manage and support volunteers as appropriate.
- Contribute to planning and delivery of AGM and other FoES events, including attendance on the day
- Contribute to the smooth running of the FoES office and undertake additional organisational activities as requested

Skills and experience needed

Essential:

- Minimum of 2 years experience working in a similar role
- Knowledge and experience of online marketing and communications, including social media in a charity context
- Experience of recruiting new members and supporters, preferably in a charity context
- Strong writing skills and ability to present ideas creatively
- Strong verbal communication skills and ability to communicate complex subjects in a simple manner
- Experience of organising events
- Strong administration and IT skills.

Desirable:

- Demonstrable understanding of and commitment to environmental and social justice issues
- Experience of running online engagement campaigns via social media and web
- Familiarity analysing engagement rates on social media, web and email
- Experience of using contact databases (e.g: Filemaker Pro) and email management systems (e.g: Mailchimp)
- Experience of events and community fundraising
- Understanding of campaigning and membership organisations
- Good understanding of GDPR in practice
- Experience of using design software like Photoshop and InDesign
- Experience of using Apple Mac computers.