



Job Description: Fundraising Officer

Job title: Fundraising Officer

Location: FoES' office in central Edinburgh and currently working from home in line with Scottish Government recommendations. You will also be expected to undertake some limited travel, mainly within Scotland, in the course of your work.

Reporting to: Head of Development and Communications

Hours/Duration: This is a permanent role, working four or five days (28/35 hours) per week. This post will require some work out of office hours, including weekends, for which time off in lieu will be granted. There will be no payment of overtime.

Salary: £26,358 - £32,954 full time equivalent. New employees typically start at the bottom of the salary range but there is some limited flexibility on this, depending on experience.

Other: You will receive 28 days annual leave plus 11 days statutory holidays (pro rata). Friends of the Earth Scotland operates a pension plan with NEST. FoE Scotland's pension benefits exceed the statutory minimum. Unfortunately, we can only consider applications from candidates with the right to work in the UK.

Closing date: Monday 21st February, 12pm

Interview date: Wednesday 2nd March

Job Purpose

You will contribute to the Fundraising and Communications Team's work to deliver a fundraising programme that generates an annual income of £1 million to power Friends of the Earth Scotland's campaigns to protect people and planet. You will be responsible for designing and delivering plans to raise income from individual and community giving and increase the membership of FoE Scotland, particularly through digital engagement, events and other proactive fundraising activities.

This is a key role within Friends of the Earth Scotland, working closely with the Head of Development and Communications, Communications Manager and Officer, Head of Campaigns, Campaigners and Director.

Your specific duties will include:

Income Generation

- Designing and delivering new digital, postal and in-person (when restrictions allow) fundraising initiatives and evaluating their performance
- Identifying and inspiring a pool of supporters, volunteers and interested groups to undertake community fundraising on behalf of FoE Scotland,

helping them reach their fundraising potential

- Recruiting members and supporters at third party and FoE Scotland events; delivering fundraising events (e.g. our annual ceilidh), ensuring income targets are met and a high quality experience is delivered
- Delivering regular comprehensive fundraising appeals using post, email and social media to members and supporters
- Supporting the effective handling of donations, responding appropriately to supporter enquiries.

Public and Supporter Communications

- With others in the team, developing and implementing supporter journey plans to both grow our audience and encourage new and existing supporters to join as members and donate to FoE Scotland
- Creating and delivering engaging content across all communications channels, collaborating with colleagues, external designers and suppliers where appropriate
- Acting as a brand guardian, including ensuring all your activities reflect the values and campaign aims of FoE Scotland
- Monitoring online engagement on our website and other channels against agreed key performance indicators, and improving our offering as needed
- Analysing available supporter data to better understand our community
- Working with Activism and Communications colleagues to maximise the synergy between activism, engagement and individual giving.

Internal Communications and Strategy

- Participating in the production and delivery of an annual fundraising plan
- Contributing to organisational planning and strategy, with a focus on fundraising and supporter engagement
- Ensuring effective internal communication of plans and performance.

Other duties:

- Contributing to other fundraising projects and internal reporting as required
- Recruiting and managing volunteers as appropriate
- Staying abreast of fundraising good practice and legislation, ensuring compliance with the Charities Act, Fundraising Regulator codes of practice and GDPR.
- Contributing to the planning and delivery of AGM and other FoES events
- Contributing to the smooth running of the FoES office, undertaking additional organisational activities as requested.

Skills and experience

Essential:

- At least two years' experience of working in a fundraising or marketing communications role
- Knowledge and experience of running digital engagement/ fundraising campaigns, including social media and supporter email, preferably in a charity context
- Excellent copywriting and editing skills and ability to present ideas creatively
- Experience of recruiting new members and supporters, preferably in a charity context
- Strong verbal and interpersonal skills and an ability to communicate complex subjects simply and persuasively
- Strong administration and digital skills
- Ability to prioritise and manage a varied workload often to tight deadlines.

Desirable:

- Demonstrable understanding of and commitment to environmental and social justice issues
- Familiarity analysing the performance of channels such as social media, website and email
- Experience of using contact databases (e.g: Filemaker Pro), email management (e.g: Mailchimp) and website content management (e.g. Wordpress)
- Experience of organising events and community fundraising
- Understanding of campaigning and membership organisations
- Good understanding of GDPR and fundraising codes of practice
- Graphic design, photo/video editing production skills
- Experience of using Apple Mac computers.