



JOB DESCRIPTION

FUNDRAISING AND SUPPORTER EXPERIENCE MANAGER



SAVING SPECIES FROM EXTINCTION | WWW.DURRELL.ORG

DURRELL WILDLIFE CONSERVATION TRUST is a Registered Charity with the Jersey Charity Commissioner, registered charity number: 1
DURRELL WILDLIFE CONSERVATION TRUST - UK is registered in England and Wales. A charitable company limited by guarantee. **REGISTERED CHARITY NUMBER** 1121989
REGISTERED COMPANY NUMBER 6448493 **REGISTERED OFFICE** c/o Ogier Global (UK) Limited, 4th Floor, 3 St Helen's Place, London, EC3A 6A

JOB PURPOSE

Durrell is looking for a highly motivated, organised fundraising professional to join our Fundraising Team.

Reporting to the Head of Fundraising, the Fundraising and Supporter Experience Manager will play a key role in the delivery of Membership, Regular Giving, Tax and Community Fundraising programmes.

The Fundraising and Supporter Experience Manager will manage and deliver high quality supporter acquisition, conversion, reactivation campaigns which are designed to acquire, engage and develop relationships with existing and new supporters. This will include processing of new applications, processing of renewals, thanking and stewardship of members) and processing of income (including set up of DD's and reporting).

The Fundraising and Supporter Experience Manager will be responsible for line managing two Supporter Experience Officers who are responsible for the processing and fulfilment of memberships, regular giving campaign and tax campaigns in the department fundraising plan.

This is a new role in the Fundraising Team and is crucial in supporting the delivery of reliable, unrestricted revenue streams for DWCT and supporting optimal Supporter Experiences.

To be the 'champion' of our supporters across the whole organisation and ensure that they receive optimal supporter experience.

**FUNDRAISING AND
SUPPORTER EXPERIENCE
MANAGER**

DEPARTMENT
Communications and
Fundraising

REPORTS TO
Head of Fundraising

HOURS
Full Time

CONTRACT
Permanent

LOCATION
Jersey



KEY RESPONSIBILITIES

FUNDRAISING, PROJECT MANAGEMENT

- Project management of high-quality supporter acquisition, reactivation, upgrade, and retention campaigns which are designed to engage new supporters and develop relationships with existing supporters.
- Support the Head of Fundraising with the development and delivery of DWCT's Membership and Regular Giving programme which will deliver vital unrestricted income.
- Prepare campaign schedules and budgets and have overall responsibility for ensuring campaigns in the department's Fundraising plan are delivered and executed on time and on budget.
- Work closely with DWCT's internal communications team to develop and deliver design and messaging for campaigns within the Regular Giving programme. Identify cause related messaging which demonstrates impact and motivates people to support DWCT.
- Work closely with teams across the Trust to identify priority funding needs and generation of content to feature as part of the Regular Giving programme.
- Line Management of two Supporter Experience Officers.

CRM AND DATA MANAGEMENT

- Assist with the management of the donor database and be proficient in using fundraising CRM systems (RE/NXT would be an advantage) – including data inputting, data selection and utilisation of analytical tools.
- Assist with the data strategy and take end to end responsibility of data selection, data segmentation and data export for campaigns in the Membership, Regular Giving and Tax programmes.
- Engage in detailed campaign monitoring and reporting and analyse campaign results through the development of end of campaign reviews with recommendations to maximise future campaign income.
- Ensure the CRM database is up to date, records are accurate.
- Ensure compliance with regulatory, legal and financial matters relating to Regular Giving Programmes in both the UK and overseas.

MISCELLANEOUS

- Keep up to date with sector knowledge fundraising techniques, resources and donor trends.
- Follow best practice and comply with relevant legislation and fundraising regulations.
- Participate in the day-to-day work of the organisation – such as reporting, attending team meetings and events as required, and taking a flexible approach to general administrative and support tasks.
- Contribute to the wider fundraising team, taking a proactive approach to working in a high performing and collaborative environment.

KNOWLEDGE, SKILL AND ABILITY

- Degree level qualification (ideally in a relevant discipline) or demonstrable training experience.
- Minimum of 2 years' experience of working in a similar role (ideally within the charitable sector). Experience of developing compelling fundraising messaging, products and donor journeys using direct marketing and campaigning techniques.
- Proven experience in individual fundraising, donor relations, or related fields.
- Experience of managing supporter data through a CRM system (RE/NXT would be an advantage).
- Experience of managing campaigns featuring data analytics, segmentation, and reporting
- Excellent computer skills and working experience with Word, PowerPoint, Excel, e-marketing software and database packages. High standard of computer literacy.
- Ability to understand and generate budgets.
- Strong organisational and project management skills.



BEHAVIOURS AND VALUES

- Passionate about conservation and an understanding of and commitment to Durrell's vision, mission and aims.
- A self-motivated team player, with the flexibility and initiative to maximise their contribution and a professional, solution focused attitude
- Demonstrable ability to manage your own workload, prioritise multiple tasks, work under pressure and within tight deadlines.
- Able to work effectively with colleagues in multiple locations as part of a large team, or alone.
- Respectful of the opinions of others and willingness to build partnerships and collaborate.

INTRODUCTION TO DURRELL

Durrell Wildlife Conservation Trust is an international charity working to save species from extinction. Headquartered in Jersey in the Channel Islands, Durrell focuses on the most threatened species in the most threatened places.

Established by author and conservationist, Gerald Durrell, in 1959, Durrell delivers its conservation mission through our three integrated core areas of operation:



**A centre of excellence
in animal husbandry,
research, training and
education**



**Training future
conservation practitioners
and monitoring and
evaluating conservation
science which underpins
all Durrell activities**



**Conservation action
where it is needed most**

With a track record of 60 years, Durrell leads some of the world's longest running and most successful species and habitat recovery programmes. The quality of our work is equally as important as how we deliver it. Our values, underpin how we approach our work and the work environment we create.

OUR VALUES

PURPOSEFUL

We are clear on why we do what we do, are connected as an organisation, we understand and demonstrate enabling / delivery, we are passionate about what we do and work tirelessly to achieve it.

ACCOUNTABLE

We are accountable for our actions; we act with integrity and always have the best interests of the Trust at heart. We take it upon ourselves to update our knowledge and deliver excellence, and our ethics are of the utmost importance.

SUPPORTIVE

We develop and encourage our staff, we work as a team, work well with other departments and trust and respect each other. We promote a learning culture, treat people fairly, encourage diversity in the workplace, and value the opinions and views of others.

