

Job Description

Job Title: Information Officer
Reports To: Senior Information Officer
Division: Programmes & Fundraising

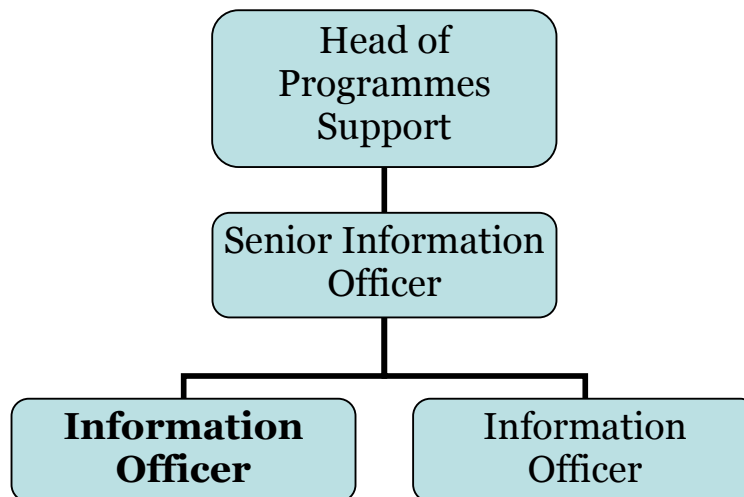
JOB CONTEXT

Substantial growth targets have been set for the next 5 years in all areas of fundraising. In order to achieve them, up to date, tailored and engaging information is required. To meet this need, a team of Information Officers works across all divisions, particularly Fundraising and Programmes.

JOB PURPOSE

To source and translate technical conservation programme language into approachable, accurate, persuasive narrative that enables colleagues to successfully raise income from trusts, major donors, corporations and the general public. To help ensure all material produced for donors is accurate and credible. To identify funding opportunities within the programme budget that can be presented as a package to the supporter and to specify which areas of work colleagues can raise funds against.

ORGANISATION CHART



DIMENSIONS

This is not a directly income-generating role; however it makes an indispensable contribution to raising funds throughout the Fundraising division.

PRINCIPAL ACCOUNTABILITIES

- Undertake a range of diverse research projects to meet the specific information needs of the Fundraising division, including donor proposals and updates, success stories, 'shopping lists' and specific project reports.

- Update project information on a regular basis, including the maintenance of the “Factbank” – a resource of impactful facts and messages relevant to our work for use in external communications material.
- Accountable for sourcing, re-writing and delivering conservation programmes to colleagues in Fundraising in order to prepare creative and appealing fundraising communications, summaries and cases for support/proposals. Make judgements about what projects will make a successful fundraising proposition and ensure that all essential information required is gathered from Programmes staff.
- Developing an understanding of the funding allocation process and help monitor and track programme funding. Determine funding opportunities – gaps where work is not funded, areas where funds can be reallocated, over-funding issues.
- Working with colleagues in the Finance team, challenge assumptions about allocation of restricted and part restricted funding so that supporter accountability is achieved whilst at the same time funding flexibility is maintained for the organisation to be able to respond to donor opportunities.
- Raise the understanding and importance of fundraising across divisions and strengthen relationships between Programmes and Fundraising teams.
- Help to ensure all Fundraising material has a balance of accurate, credible and consistent messaging, whilst remaining impactful and fit for purpose.
- Maintain a resource of relevant, up to date project information and reports which can be used to support funding proposals.
- Contribute to an overall Fundraising strategy. This will involve constructive working across several teams, particularly Supporter Fundraising, Trusts, Major Donors and Corporate.

WWF-UK SUCCESS FACTORS

All WWF-UK staff are expected to demonstrate that they fulfil or can develop the skills, knowledge and behaviours that comprise WWF-UK’s success factors. In summary, these include:

- **Getting the big picture:** doing what is best for the organisation as a whole by thinking and acting in line with WWF-UK and WWF Network strategic.
- **Achieving results:** knowing what must be done and successfully delivering, helping others along the way.
- **Working together:** collaborating across teams, divisions, the WWF Network and with partners for greatest impact.
- **Managing self:** managing thinking, emotions and communication for personal effectiveness.

PERSON SPECIFICATION

Essential

- Experience in conducting research and handling information, information storage, referencing and retrieval
- Excellent communication skills
- Copywriting experience
- Ability to synthesise material from multiple sources into a coherent, persuasive proposal, translating often quite technical reports into donor-friendly language and tailoring it to individual preferences
- Ability to understand financial and budget information to coordinate the funding of programme work effectively
- Proficiency at prioritising and managing multiple diverse projects, meeting deadlines within a customer driven framework
- Good interpersonal skills, with the ability to adapt style appropriately, are required to develop effective cross-divisional communication channels to source information
- Understanding of ecological issues and experience in delivering these messages to a wider audience
- Good standard of word processing with excellent Word and Excel skills

Desirable

- Experience of working within an environmental/conservation organisation
- Knowledge of fundraising techniques and what is required to trigger giving from different audiences