

Job Description

JOB TITLE: FUNDRAISING PROJECT MANAGER

REPORTS TO: HEAD OF SUPPORTER FUNDRAISING

DEPARTMENT: SUPPORTER FUNDRAISING

DIVISION: FUNDRAISING

JOB PURPOSE:

To develop, initiate and manage complex fundraising projects with tight co-ordination ensuring that colleagues deliver the overall project to time and on budget so that income and supporter engagement opportunities are maximised and supporter expectations met.

The focus of the role will be on one specific project; developing and implementing activities to maximise fundraising return from our three year partnership with Sky to raise funds to help protect one billion trees in the Amazon.

PRINCIPAL ACCOUNTABILITIES:

- Coordinate and implement direct marketing activities to recruit, retain and develop supporters from the Sky audience; maximising income, net profit and overall supporter value, including action, over time.
- Plan and manage an assigned budget to maximise income – balancing short term and long-term income return. Control and monitor expenditure monthly to ensure optimum use of funds.
- Be responsible for assessing and driving forward opportunities to promote WWF membership, adoption and other products to the Sky audience.
- Work effectively with marketing staff at Sky to identify and implement new fundraising opportunities as part of the overall partnership.
- Working collaboratively with a specified cross-divisional team to deliver the Sky project to ensure alignment between communications, programmes and fundraising.
- Manage the relationships with any appointed agencies to achieve successful, creative and cost-effective campaigns.

- Identify the need and opportunity for new products that will increase the potential for income and action from new and existing supporters. Oversee product development initiatives assigned by the Head of Supporter Fundraising to ensure product materials are readily available, fit for purpose and costs are controlled / minimised.

PERSON SPECIFICATION:

- Degree or equivalent level education
- Substantial direct marketing experience, ideally in a fundraising environment
- Experience of developing and leading large, complex projects
- Proven track record of delivering successful campaigns and strategies
- An insight or understanding of customer relationship management principles
- Experience of budgeting and cost control
- Experience of using online media to develop and build relationships with supporters/customers
- Experience of working with large external corporate partners
- Self starter able to work with only light supervision
- Influencing and negotiating skills
- Strong written and verbal communication skills

WWF-UK'S SUCCESS FACTORS:

All staff in the organisation 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 strategies.
- **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 myself:** managing thinking, emotions and communication for personal effectiveness.
- **Managing others:*** guiding and developing individuals to achieve their objectives in line with organisations plans, priorities.

* Only for positions with line management responsibility.