

## Individual Giving Manager

Date published: January 24, 2020

Salary range: \$45k - \$55k depending on experience

Position location: Remote, Continental U.S.

Department: US Public Engagement

Reports to: Head of US Public Engagement

### TO APPLY:

Please address the following questions in your cover letter and send with your resume to [jobs@ciwf.com](mailto:jobs@ciwf.com).

1. Why do you want to work at CIWF?
2. What relevant experience do you have to succeed in this role?
3. To what do you attribute your past successes?

*Applications for this position will be accepted on a rolling basis.*

### 1. OVERALL OBJECTIVES OF THE POST

The purpose of this role is to help end factory farming. The post holder will contribute by managing and executing our US digital fundraising and individual giving activity, from donor acquisition to engagement and ongoing stewardship. This role is responsible for maximizing supporter lifetime value and increasing year-on-year net income from our individual giving program in the USA.

### 2. POSITION IN ORGANIZATION

- Line managed by Head of US Public Engagement
- Line manager of US Individual Giving Coordinator
- Works in close liaison with the Director of Global Individual Giving (GIG) and international GIG and digital teams
- Works in close liaison with US Public Engagement team which includes campaigns and communications

### 3. PRIMARY RESPONSIBILITIES

#### DIGITAL FUNDRAISING – 50%

- Develop, implement, and improve digital fundraising campaigns to acquire, engage, cultivate, steward, and upgrade donors through all digital channels (email appeals, webpages, social media, mobile platforms, online content monetization, and other creative outlets) with a goal of maximizing long-term revenue in line with the Global Fundraising Development plan.
- Ensure excellent supporter engagement strategies are in place for acquisition, conversion, and retention.
- Manage a rigorous Facebook ad lead generation program that includes developing creatives, establishing ad campaigns optimized for donor conversion in Facebook Business Manager, and daily monitoring and maintenance.
- Write and build email, web, and other online appeals optimized for donor conversion.
- Ensure segmentation and data are handled in line with global procedures and guidelines, including data privacy compliant fundraising in the US, in line with EU-US Privacy Shield and GDPR.

- Set, test, track, and report performance across all digital fundraising channels, including new initiatives and innovative ideas for online giving.
- Work with Public Engagement team to ensure the digital fundraising journey is a positive user experience, maintains the Compassion in World Farming brand, and makes use of video storytelling.
- Work with US Public Engagement, Food Business, and Operations teams to ensure the cohesive implementation of appeals and stewardship across departments and channels.
- Manage a direct-reporting Individual Giving Coordinator and conduct regular check-ins and annual Performance and Development Reviews.

**SUPPORTER STEWARDSHIP – 30%**

- Oversee thanking, banking, and donor stewardship program to increase individual giving and improve donor retention, with a key focus on growing a regular giving donor base.
- Oversee re-engagement of lapsed donors and upgrading of existing donors through digital fundraising tools.
- Improve and carry out a digital fundraising calendar and procedures for members to receive regular strategic communications, giving opportunities, and effective stewardship.

**REPORTING AND ANALYSIS – 20%**

- Track and report against key performance indicators according to planned spend and income targets.
- Analyze fundraising data to continuously ensure the most efficient/highest return on investments.
- Proactively seek opportunities to enhance the program by analyzing supporters and donors, conducting market research, seeking media opportunities, and other optimization strategies.
- Proactively collaborate with the GIG team on upcoming opportunities and challenges.
- Work with HQ digital team to run email and website a/b tests to optimize donor conversion rates.

**4. SCOPE OF JOB**

- Responsible for growing US income from individual giving by setting annual targets in coordination with the International Director of Individual Fundraising, US Executive Director, and Head of US Public Engagement.
- Responsible for meeting annual donor recruitment, conversion, and retention targets and growing income from individual donor income streams year on year.
- Responsible for expenditure budget, to be agreed on annually between the International Director of Individual Fundraising, US Executive Director, and Head of US Public Engagement.
- Responsible for serving as point of contact between Compassion in World Farming and key fundraising or marketing suppliers.

**5. POSITION REQUIREMENTS**

- Bachelor's degree
- Strong attention to detail and proven budgeting and financial management skills
- Minimum two years' experience in digital fundraising
- Strong understanding of and experience with Facebook Ads Manager
- Experience managing one or more direct reporting staff member(s)

- Strong communication skills and the ability to interact professionally with a diverse group of stakeholders
- Demonstrable practical experience with the principles and best practices of online fundraising and communications, and knowledge of current and developing online fundraising strategies
- Excellent verbal and written communication skills and ability to engage with various audiences
- Knowledge of CMS and CRM tools (Salesforce preferred)
- Self-motivation with ability to work well independently and under pressure, manage multiple projects simultaneously, and meet deadlines
- Commitment to our mission and vision to improve farmed animal welfare and end factory farming
- Writing great copy for web pages with demonstrable awareness of how to meet audience needs.
- Able to pioneer new ideas, adapt processes and create innovative solutions
- Preferred experience creating, delivering, and evaluating mass email broadcasts to supporters
- Preferred basic HTML knowledge

## 6. BENEFITS PACKAGE

Compassion provides one of the **strongest benefits packages** in the animal protection movement, which includes:

- A comprehensive, nation-wide health insurance plan that covers individuals, spouses and families.
- 25 vacation days annually (plus 8 Federal holidays and two additional floating holidays)
- Four weeks of sick leave
- Paid parental leave, comprised of 12 weeks paid and an additional 12 weeks unpaid
- A 403b retirement plan with a 2% employer contribution
- A remote work environment with flexible schedules
- A welcoming and collaborative culture in a global organization spanning nine countries

*Compassion in World Farming is an equal opportunity employer, and supports the facilitation of diversity, representation, and inclusivity within the animal protection movement. Compassion does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.*