



Job Title: Individual Giving Manager
Job Type: Full-time; Permanent; Exempt
Location: Remote within Continental United States
Department: Development
Line Manager: Director of Development (USA); strategic and budgetary leadership from the Global Director of Individual Giving (HQ-based)
Salary: \$55,000 - \$60,000
Closing Date: Open until filled

Compassion in World Farming International was founded in 1967 in England by Peter Roberts, a British farmer who became horrified by the development of intensive factory farming. Building upon the organization's storied legacy in the UK, Compassion in World Farming USA was launched in 2012 to bring much needed change to the epicenter of modern industrial agriculture. We are a team of strategic bridge builders working to reverse the interconnected and devastating consequences of factory farming, harnessing our technical expertise and the power of partnership to bring together an inclusive coalition of advocates, consumers, farmers, companies, and institutions. From corporate boardrooms to the halls of government to news feeds, we work tirelessly on the ground to establish an innovative and resilient food system that is compassionate, fair, and regenerative for our planet and all its inhabitants.

The purpose of this role to execute fundraising activities with individual donors that pursue an end to factory farming. The post holder will contribute by managing our US digital fundraising and individual giving activities, including creative strategies to inspire supporters, executing donor acquisition plans, measurement of metric-based goals, and accountability to departmental objectives. This role is responsible for maximizing supporter lifetime value and increasing year-on-year net income from the individual giving program in the USA.

Primary Responsibilities and Duties

Digital Fundraising

- 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 strategy.
- Ensure excellent supporter engagement strategies are in place for donor acquisition, supporter conversion, and donor 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.
- Composition and construction of email, web, and other digital appeals that are inspiring for supporters and optimized for donor conversion.
- Ensure donor 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 US Development team to ensure the digital fundraising journey is a positive user experience, maintains the Compassion in World Farming brand, and makes effective use of graphic element including video storytelling.
- Liaise with global fundraising teams to ensure the cohesive coordination and implementation of appeals and stewardship across departments and channels.

Supporter Stewardship

- Manage strategy and execution prioritizing growth of the "Compassion Club" sustainer (regular) giving base of donors. Oversee provision of benefits outlined for this donor demographic.
- Set strategies to manage re-engagement of lapsed donors and upgrade of existing donors through digital fundraising tools.
- Improve and deliver a digital fundraising calendar and procedures for members to receive regular strategic communications, giving opportunities, and effective stewardship.
- Innovate new strategies to incorporate additional streams of revenue - to include workplace giving strategies, SMS strategy, and optimized payment channels - designed to increase revenue generation, curtail attrition, and heighten overall donor engagement.
- Liaise with the US Fundraising and Stewardship Coordinator, manage thanking, banking, and donor stewardship program.
- Liaise with the US Philanthropy and Partnerships Manager to ensure a smooth process is followed for identifying prospects for mid level giving circle cultivation.

Reporting and Analysis

- 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 Global Individual Giving team (HQ) on upcoming opportunities and challenges.
- Work with HQ Digital team to run email and website A/B tests to optimize donor conversion rates.

Position Requirements

- Bachelor's degree preferred.
- Minimum two years' experience in digital fundraising.
- Demonstrable practical experience with the principles and best practices of online fundraising and communications, and knowledge of current and developing online fundraising strategies.
- Strong understanding of and experience with Facebook Ads Manager (position requires certification with Facebook to permit management of lead generating ads).
- Experience managing one or more direct reporting staff member(s).
- Knowledge of CMS and CRM tools (Salesforce and Engaging Networks preferred).
- Writing great copy for web pages with demonstrable awareness of how to meet audience needs.
- Preferred experience creating, delivering, and evaluating mass email broadcasts to supporters.
- Preferred basic HTML knowledge.

Demonstrated Skills and Competencies

- Digital marketing experience, particularly in a nonprofit/fundraising setting.
- Strong attention to detail and proven budgeting and financial management skills.
- Strong communication skills and the ability to interact professionally with a diverse group of stakeholders.
- Excellent verbal and written communication skills, including experience writing copy with demonstrated ability to engage with various audiences.
- Data analysis and reporting experience, including measuring results against KPIs.
- 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.
- Able to pioneer new ideas, adapt processes and create innovative solutions.

Benefits Package

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

- A comprehensive, nationwide health insurance plan that covers individuals, spouses, and families.
- 25 vacation days annually (plus eight 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 base contribution.
- A remote work environment with flexible schedules.
- A welcoming and collaborative culture in a global organization spanning nine countries.

To apply, please answer the following questions and send along with your resume and cover letter to 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?
4. What are your salary expectations?

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, volunteers, subcontractors, vendors, and clients.