

Job Description

Job title:	Senior Individual Giving Officer
Salary:	£33,000- £36,000 Depending on experience
Hours:	40 hours per week (including an hour paid lunch break)
Contract:	Permanent
Department:	Fundraising
Report to:	Head of Fundraising
Location:	London Islington hybrid arrangement (at least 2 days in the office, more expected during probation and induction period)

About EIA

We investigate and campaign against environmental crime and abuse. Our focus is the protection of wildlife, forests, oceans and climate. We turn the evidence we gather in the field into hard-hitting reports targeted at authorities who can make a difference, and campaign for new legislation, improved governance and effective enforcement.

Role Purpose

The Senior Individual Giving Officer is a crucial position within EIA's Fundraising team, which contributes to the delivery of the individual giving strategy through acquiring and stewarding new supporters, leading our face to face fundraising and mass participation event programmes and legacy marketing and stewardship.

You will need to have demonstrable experience of delivering campaigns across individual giving products and channels, excellent written communication and analytical skills, and experience of creating engaging and inspiring online and offline direct marketing communications.

Key areas of responsibility

New Supporter Acquisition: Face to Face fundraising

The Senior Individual Giving Officer will lead our new acquisition channel, face to face fundraising, to recruit new regular givers:

- Responsible for the end-to-end management of acquisition campaigns, from briefing internal and external stakeholders and suppliers, to developing creative and monitoring results and evaluating performance
- Ensure campaigns are delivered on time and on budget and meet the campaign KPIs

- Work with the Individual Giving Manager and Digital Implementation Officer to share content to feed into the bespoke supporter journeys for new supporters to increase engagement

Mass Participation Events

The Senior Individual Giving Officer will lead our growing mass participation events programme. Building on the success of testing during 2026, learning will be applied to further expand the event programme during 2027 and beyond:

- Develop and manage the annual event calendar to ensure there is a broad range of events that are targeted towards EIA supporters
- Responsible for all elements of supporter recruitment and stewardship from developing marketing materials, working with the Social Media and Digital Engagement Manager and the Digital team to recruit new supporters, setting up fundraising pages and stewarding supporters to meet their fundraising targets, through to evaluating performance and applying learnings to future events.

Supporter retention, development, and engagement

The Senior Individual Giving Officer will be responsible for developing and delivering engaging and inspiring supporter development activity and supporter journeys for individuals:

- Lead on creating the content and briefing suppliers for the supporter newsletter mailings which are sent out three times a year.
- Plan, implement and evaluate digital and offline supporter-driven supporter journeys from all individual giving audiences, including appeals, face to face, mass digital, regular giving and the weekly lottery
- Work closely with the Individual Giving Manager, Supporter Services Officer and teams across the organisation (including the Communications and Campaign teams) to develop inspiring and targeted content and communications that increase engagement and lifetime value of supporters
- Establish Key Performance Indicators (KPIs) for monitoring and evaluating the success of supporter journeys
- Along with the Supporter Services Officer, be a key point of contact for supporters, ensuring that all supporters have a positive experience

Legacy Marketing and Stewardship

- Develop and deliver legacy marketing campaigns to acquire new legacy pledgers from our existing supporter base
- Take a key role in the engagement with the Remember a Charity consortium, and lead on the promotion of legacies during Remember a Charity Week
- Work with the Individual Giving Manager and the Communications team to ensure legacy messages are included in all relevant communications including appeals, supporter newsletters and Investigator magazine

- Responsible for all elements of legacy stewardship, from establishing engagement segmentation, to developing and delivering a legacy stewardship programme including bespoke communications, as well as on and offline events and webinars to maximise engagement and commitment from legacy pledgers
- Explore opportunities to recruit legacy pledgers from new audiences

Strategy development, budgeting and campaign reporting

- Work with the Head of Fundraising and Individual Giving Manager to develop fundraising strategy and annual plans
- Monitor income and expenditure of campaigns within your areas to ensure they meet budget and contribute to the mid-year reforecast process
- Produce regular campaign reports that monitor performance against KPIs and feed back to the Head of Fundraising and wider organisation to share successes with the EIA team

Other responsibilities

- Support the Fundraising team with donation administration and invoice processing
- Keep abreast of fundraising trends and innovations in the charity sector, attending workshops and conferences, and liaising with peers at other organisations
- Participate in any other activity that may reasonably be requested
- Provide cover for Fundraising colleagues as required

Volunteer management

- Recruit and manage volunteers to support job role when necessary

Person Specification

Essential

- Significant experience in an individual giving role in the charity sector
- End-to-end experience of creating successful direct marketing campaigns
- Excellent campaign management and planning skills
- Strong written communication skills and experience of writing compelling and engaging copy
- Good understanding of digital marketing and social media
- Strong verbal communication skills, confident in communicating with supporters, suppliers, team members across EIA and senior stakeholders
- Energetic self-starter able to work on own initiative with attention to detail
- Dynamic and positive attitude
- Creative and innovative thinker
- Well-organised, able to prioritise work and meet deadlines

- Previous experience of dealing with supporters or customers
- Fully proficient in Microsoft SharePoint and Office 365
- Fully proficient in Fundraising databases (Charity CRM would be an advantage but not essential)
- Solid knowledge of Charity Law and Fundraising regulations
- Flexibility to work out of hours at a few events through the year
- Legal right to work in the UK

Desirable

- Strong interest in or knowledge of wildlife trade and environmental issues
- Experience of planning and delivering events
- Experience of working with people from a variety of cultures and countries.