

## **Senior Individual Giving Officer**

### **Job description and person specification**

Cruelty Free International is the leading organisation working to create a world where nobody wants or believes we need to experiment on animals.

Our dedicated team are experts in their fields, combining award-winning campaigning, political lobbying, pioneering undercover investigations, scientific and legal expertise and corporate responsibility. Educating, challenging and inspiring others across the globe to respect and protect animals, we investigate and expose the reality of life for animals in laboratories, challenge decision-makers to make a positive difference for animals, and champion better science and cruelty free living.

We are widely respected as an authority on animal testing issues and are frequently called on by governments, the media, corporations and official bodies for advice or expert opinion. We work professionally, building relationships with politicians, business leaders and officials, analysing legislation and challenging decision-making panels around the globe to act as the voice for animals in laboratories.

With a history spanning over 100 years, Cruelty Free International has achieved so much for animals. Bringing the issue to public attention with our dynamic and determined approach, we have inspired generations of politicians, decision-makers and compassionate people to make a difference for animals used in experiments. As the problem has grown, we have stepped up to meet the challenge across the world, placing the issue on the global agenda for the first time. We have saved many thousands of animals from a life of suffering in laboratories, and together we can do so much more.

Established in 1898, Cruelty Free International is firmly rooted in the early social justice movement. Our founder, Frances Power Cobbe, was a formidable women's rights campaigner and philanthropist. Previously known as the 'British Union for the Abolition of Vivisection' or 'BUAV', today Cruelty Free International is the leading organisation working globally to consign animal experiments to the history books.

**Job Title:** Senior Individual Giving Officer  
**Role:** This is a full-time, permanent position  
**Location:** Homeworking with occasional visits to Cruelty Free International Hub, London as required  
**Reporting to:** Individual Giving & Legacy Manager /Deputy HoF  
**Salary:** £30,000 to £34,000 pro rata per annum, depending on experience

### **Benefits**

- 12-month interest free season ticket loan
- 31 working days' paid holiday, in addition to Public Holidays'
- Employer's Ethical Investor's Stakeholder Pension Scheme
- Generous training and professional development allowance
- Flexible working hours
- Childcare Voucher Scheme
- Ride-to-Work Bicycle Scheme
- Staff retention policy
- Work life support scheme

### **Terms and conditions**

Three-month probationary period

### **Role purpose**

To support the organisation's fundraising strategy, through the planning and delivery of Individual Giving campaigns and activity, to both acquire new supporters, and grow and develop income from existing supporters. The role will work across Cruelty Free group, largely focusing on Cruelty Free International in the UK but also across our EU campaigns as Cruelty Free Europe.

You will manage and deliver activity across the appeals programme as well as regular giving, supporter and community fundraising, legacy marketing and stewardship communications.

You will work closely with the Individual Giving Manager, to test and refine acquisition products and campaigns, to develop a sustainable programme to generate new support and audiences. You will also drive income from existing supporters and improve donor retention through the

implementation of multi-channel, integrated campaigns such as appeals, conversion, upgrade and reactivation.

You will work with the Individual Giving Manager to deliver community and supporter fundraising campaigns and events and support the development of supporter journeys and legacy marketing.

You will have solid technical experience and expertise in generating income from and nurturing existing supporters as well as planning and delivering campaigns to acquire new donors.

Your strong project management skills will ensure you are proficient at managing the day to day demands of delivering multiple direct marketing campaigns, across a variety of channels, on time and to budget. You will also be adept at negotiating and managing suppliers including print, postage, fulfilment and creative teams.

The postholder will be data driven and utilise audience data and insight to evaluate campaign activity, to grow income and engagement. This will involve project managing cross-organisation campaigns across all channels to deliver against KPIs and objectives.

You will be able to write engaging content to a wide variety of donors, such as for newsletters, legacy marketing collateral and digital, ensuring that they feel personally connected to us.

Reporting to the Individual Giving Manager, this role works closely with colleagues across the organisation, incorporating budget management, database/CRM management, digital marketing and social networks (with the Marketing Team), as well as with supporter services, to ensure effective response handling and excellent customer care through thorough briefing, good communication and following processes and procedures, to ensure donors have the optimal experience. You will be required to cover supporter services function during busy periods and your experience in direct email and telephone communication with donors will be important.

An enthusiastic self-starter with a hands-on approach, you will be capable of working independently or as part of a multi-disciplined team. Your fundraising knowledge and experience will help advance animal protection on the international stage.

## Key responsibilities

1. Work with the Individual Giving Manager to deliver the Individual Giving and Legacy marketing fundraising strategy to raise annual income growth in line with the organisation's strategic direction.
2. Responsible for delivering individual giving and legacy marketing campaign metrics and data analysis to increase income, working closely with the data and insight team. This includes the acquisition of new supporters and the growth and retention of existing donors, ensuring the campaigns are continually optimised and fundraising gaps and opportunities are identified. This includes segmentation, testing, monitoring, and reporting of metrics such as open rates, click-throughs, unsubscribes, complaints, donations, legacy information requests, content, and other engagement indicators.
3. Work closely with the team to develop new fundraising products and maintain and optimise existing income driving activities and opportunities.
4. Write and create content based on a good understanding of donor acquisition, retention and stewardship, ensuring communications with donors are personal, relevant, compelling and impactful.
5. Support the development of insight-driven supporter journeys, including welcome, regular giving, conversion, upgrade and reactivation and legacy journeys, which aim to increase engagement and drive long-term relationships.
6. Ensure the use of consistent donor segmentation appropriate to the audience and that testing, and reporting are aligned for accurate learning and results analysis. Maintain a high standard of data management including personal data (consent) and data quality.
7. Maintain best practice surrounding fundraising and supporter care, ensuring compliance with all fundraising policies and procedures and external regulations, such as GDPR and data protection more generally, and Fundraising Regulator guidance.
8. Work collaboratively the marketing team to ensure communications are on brand and align with the organisational messaging and vision.
9. Work with the organisation's supporter services team and third-party processors to provide a professional supporter and customer care service ensuring that all telephone, email, social media, postal donations, information requests, queries or complaints are processed, fulfilled, and recorded accurately, and promptly.
10. Monitor trends and developments within the sector, to inform and implement change where necessary, to drive forward performance.
11. Manage the administration of supporter and fundraising digital platforms.

12. Undertake any other duties consistent with the post and assist with other areas of work as required.

**Essential**

1. Experience of implementing and evaluating effective integrated multi-channel fundraising campaigns that have created shifts in the income generating capacity of an organisation, including activities aimed at the acquisition and retention of supporters.
2. Demonstrable success in project management of multiple and complex campaigns and knowledge of how to effectively monitor, evaluate and report on the success of campaigns and communications.
3. Experience in analysing and segmenting data to produce target audiences and insights to inform and improve campaigns and communications.
4. Excellent interpersonal skills, including the ability to build and maintain positive and productive relationships with all audiences including colleagues, decision makers, and suppliers.
5. Creative approach, with the ability to develop and produce engaging and compelling written and designed content.

**Qualifications  
(IT/academic/  
vocational)**

6. Educated to degree standard or equivalent.
7. Fundraising or marketing qualification/ membership.

**Experience**

8. Experience of managing and delivering multi-channel fundraising campaigns.
9. Demonstrable experience of 'owning' campaigns and identifying gaps and opportunities to optimise performance, both on and offline.
10. Excellent IT skills, including expertise in CRM databases and email marketing systems (Mailchimp preferable), tools and processes.

11. Experience of managing print and print suppliers, including technical knowledge and ability to negotiate and develop solutions to optimise response and cost effectiveness.
12. Experience of dealing with supporter enquiries and managing complaints.
13. Experience of budget management and reporting / purchase orders / invoice processes.

**Specific qualities (e.g. attitudes)**

14. Attention to detail and an analytical and solutions focused approach
15. A proven self-starter with the ability to prioritise and deliver high quality work, excellent team working and collaboration across the wider organisation.
16. Positive and can-do attitude. Willingness to undertake a range of activities and a flexible approach to working in a small charity.
17. Ensure compliance with data protection, information security and confidentiality principles.
18. Commitment to animal welfare and sympathetic to the vision, mission and values of Cruelty Free International.
19. A positive and flexible approach to the work.
20. Willingness to work occasional unsociable hours to achieve the organisation's marketing outputs

**Desirable**

21. Experience of designing and implementing supporter journeys for a range of audiences.
22. Knowledge of the issues affecting Cruelty Free International as a small, not-for-profit organisation working to create a world where nobody wants or believes we need to experiment on animals.

## **Applicant Privacy Notice**

### **What is the purpose of this document?**

Cruelty Free International is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. You are being sent a copy of this privacy notice because you are applying for work with us (whether as an employee, worker or contractor). It makes you aware of how and why your personal data will be used, namely for the purposes of the recruitment exercise, and how long it will usually be retained for. It provides you with certain information that must be provided under the General Data Protection Regulation ((EU) 2016/679) (GDPR).

### **Data protection principles**

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

### **The kind of information we hold about you**

In connection with your application for work with us, we will collect, store, and use the following categories of personal information about you:

- The information you have provided to us in your curriculum vitae and covering letter.
- The information you have provided on our application form, including name, title, address, telephone number, personal email address, date of birth, employment history, qualifications.
- Any information you provide to us during an interview.

We may also collect, store and use the following types of more sensitive personal information:

- Information about your health, including any medical condition, health and sickness records.

### **How is your personal information collected?**

We collect personal information about candidates from the following sources:

- You, the candidate.
- Any recruitment agency, from which we collect the following categories of data.
- Your named referees, from whom we collect the following categories of data.

### **How we will use information about you**

We will use the personal information we collect about you to:

- Assess your skills, qualifications, and suitability for the role.
- Carry out background and reference checks, where applicable.
- Communicate with you about the recruitment process.
- Keep records related to our hiring processes.
- Comply with legal or regulatory requirements.

It is in our legitimate interests to decide whether to appoint you to the role since it would be beneficial to our business to appoint someone to that role.

We also need to process your personal information to decide whether to enter into a contract with you.

Having received your CV and covering letter **OR** your application form, we will then process that information to decide whether you meet the basic requirements to be shortlisted for the role. If you do, we will decide whether your application is strong enough to invite you for an interview. If we decide to call you for an interview, we will use the information you provide to us at the

interview to decide whether to offer you the role. If we decide to offer you the role, we will then take up references before confirming your appointment.

### **If you fail to provide personal information**

If you fail to provide information when requested, which is necessary for us to consider your application (such as evidence of qualifications or work history), we will not be able to process your application successfully. For example, if we require a credit check or references for this role and you fail to provide us with relevant details, we will not be able to take your application further.

### **How we use particularly sensitive personal information**

We will use your particularly sensitive personal information in the following ways:

- We will use information about your disability status to consider whether we need to provide appropriate adjustments during the recruitment process, for example whether adjustments need to be made during an interview.
- We will use information about your race or national or ethnic origin, religious, philosophical or moral beliefs, or your sexual life or sexual orientation, to ensure meaningful equal opportunity monitoring and reporting.

### **Information about criminal convictions**

We do not envisage that we will process information about criminal convictions.

### **Automated decision-making**

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

### **Data sharing**

### **Data security**

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal

information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained on request.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

## **Data retention**

### **How long will you use my information for?**

We will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to the role. We retain your personal information for that period so that we can show, in the event of a legal claim, that we have not discriminated against candidates on prohibited grounds and that we have conducted the recruitment exercise in a fair and transparent way. After this period, we will securely destroy your personal information in accordance with applicable laws and regulations.

If we wish to retain your personal information on file, on the basis that a further opportunity may arise in future and we may wish to consider you for that, we will write to you separately, seeking your explicit consent to retain your personal information for a fixed period on that basis.

## **Rights of access, correction, erasure, and restriction**

### **Your rights in connection with personal information**

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).

- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Deputy Chief Executive in writing.

- **Responsibility for data protection compliance**

The Deputy Chief Executive is responsible for overseeing compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Deputy Chief Executive. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.