Monday, February 22, 2021

INDIVIDUAL GIVING LEAD

The Organization:
Ol Pejeta Conservancy ("Ol Pejeta") is the largest black rhino sanctuary in East and Central Africa, and home to the world’s last two northern white rhinos. It is the only place in Kenya to see chimpanzees, in a sanctuary established to rehabilitate animals rescued from the black market. It has some of the highest predator densities in Kenya, and still manages a very successful livestock programme. Ol Pejeta also seeks to support the people living around its borders, to ensure wildlife conservation translates to better education, healthcare and infrastructure for the next generation of wildlife guardians.

We are seeking a high caliber, self - motivated and dedicated applicant to fill the position of Individual Giving Lead

Role summary
Position: Individual Giving Lead
Reports to: Head of Voluntary Funding & Communications
Department: Fundraising & Communications – Voluntary Funding and communications team.
Duration: Permanent.
Location: UK or Kenya.
Closing Date: Sunday, 7th March 2021

The Individual Giving Lead raises unrestricted income from donors (gifts below US$1,000). He/ she will be responsible for planning, managing and delivering the income and expenditure of multi-channel multi-country campaigns for donor acquisition, cultivation and stewardship. The role holder will develop and implement the organisation’s individual giving strategy and plan that results in supporter retention and increased giving, with a focus on growing Ol Pejeta’s monthly giving program. Lead on growing the existing individual giving supporter base. The Individual Giving Lead will work with the Communications team to maximise impact of global campaigns.

The IG Lead will also be responsible for the ongoing monitoring, continuous improvement and success of your campaigns that provides unrestricted income, crucial to our future growth as an organization.

The role holder will be responsible for:

- Work with the Head of Voluntary Funding and Communications to develop and implement the new strategy for increasing income across all individual giving streams
- Manage Ol Pejeta’s individual giving campaign(s) in order to maximize returns from existing donor base and securing new donors
- Be a key player in achieving the annual targets agreed for all areas of individual giving
- Prepare detailed income and expenditure reports for each area of activity, and interpret data in order to measure effectiveness and return on investment
- Assist the Head of Voluntary Funding and Communications with preparing the annual budget. Prepare quarterly forecasts for individual giving income and report monthly on performance against targets
- Provide expertise and guidance on all matters relating to gift aid, including maximizing income and work closely with the Ol Pejeta UK team to ensuring gift aid declarations are accurately made and stored
- Working with the colleagues who support communications activities to produce strong and compelling fundraising materials for a wide range of channels and media
- Effective management, professional support and personal development of the Individual Giving Team
- Increase levels of supporter engagement, retention and stewardship.
- Work with the team to develop and implement a stewardship programme including regular newsletters, mailings and on-line activity
• Explore and test new methods for donor recruitment and increasing unrestricted income
• Lead on the growth and delivery of the Rhino Guardian / monthly donor programme(s).
• Provide support to ensure successful fundraising events.
• Work collaboratively across teams to help generate leads for corporate, challenge events and major donors
• To perform any other reasonable tasks as requested by the Head of Voluntary Funding and Communications

Person specifications
Education, Language and qualifications
• BSc degree in Communications, Marketing, Business Administration, Public Relations, International Relations, Law, English, Journalism or any other related field;
• Excellent verbal and written communication skills in English, ability to inform and engage through written communication.

Knowledge, skills and Experience
• Proven expertise and experience of developing and delivering individual supporter fundraising strategies acquired in large charities
• Proven expertise of leading financial management of revenue and expenditures in planning, forecasting, and financial key performance indicators within the Individual Giving function
• Extensive experience of complex project or programme management, the successful delivery of objectives to time/budget, including engagement strategies and journeys that are optimised for income generation across different channels
• Substantial background in leading donor stewardship programmes in recruitment and retention, and proactive lifecycle management
• First class ability of interrogating data and databases, donor profiling, analysis and interpretation of results/trends to inform strategy
• Proven experience of CRM practices and application, digital marketing and mass marketing campaigning and audience segmentation and use of data analytics
• Demonstrable experience of inspiring a team to deliver income growth, driving the changes required and championing public fundraising, as well as developing staff
• Experience in raising funds in the European markets;
• Knowledge of regulatory environment for fundraising in the UK from individuals including data protection, Gift Aid and fundraising codes of practice and regulation;
• Excellent written and verbal communication skills, with a fluent writing style and the ability to communicate effectively in a wide range of media and audiences;
• Ability to work across teams and departments in a collaborative manner and to proactively engage colleagues on projects and initiatives;
• Exceptional interpersonal skills, and able to influence/persuade a wide range of stakeholders;
• Able to act with tact, diplomacy and confidentiality and deal with sensitive issues;
• Be self-motivated and proactive going above and beyond the call of duty;
• Willingness and ability to be on call out of hours, to accommodate communication with followers/supporters in different time zones across the globe;
• Willingness to work on weekends and out of hours as required.

Are you the right person for the job? Please read the full job description carefully before you apply.
Please address the person specification in your application as it enables us to identify the skills, knowledge and experience you have to be able to do the job effectively.

Please check your application and make sure you meet all the essential criteria listed; in addition your application will be stronger if you meet at least some of the desirable criteria. Thank-you for your understanding.

Ol Pejeta Conservancy welcomes applications from all sections of the community and promotes diversity.

APPLICATION PROCESS
Applications, consisting of covering letter explaining why you feel you should be considered for this post, a full CV and contact details for two referees should be sent to jobs@olpejetaconservancy.org. Please note, only applications that total no more than five pages in length for the CV and cover letter together will be considered.

The closing date for applications is **Sunday, March 7th, 2021**.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

**NOTE: ONLY SUCCESSFUL CANDIDATES WILL BE CONTACTED.**

THE OL PEJETA CONSERVANCY IS AN EQUAL OPPORTUNITY EMPLOYER.
ALL POTENTIAL CANDIDATES ARE ENCOURAGED TO APPLY.