

Applicant Information Pack

Fundraising Officer – SongBird Survival



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|------------------------------------|---|
| Job Location: | Remote with a monthly co-working day at Diss Business Hub, Hopper Way, Norfolk, IP22 4GT. |
| Contract: | Part time permanent, 16 hours per week. Working pattern to be discussed, across minimum of 3 days. |
| Salary: | Range £30,000 – £34,000 pro rata. Starting salary up to £32,100 depending upon experience. |
| Reporting to: | Trusts & Foundations Fundraising Manager |
| Key Internal Relationships: | CEO, Finance & Operations Manager, Fundraising & Supporter Care Assistant |
| Key External Relationships: | Members and supporters of SongBird Survival |

About SongBird Survival

SongBird Survival is charity that is dedicated to protecting and conserving the UK's wild songbird populations. Founded in 2000, the charity has been working tirelessly to raise awareness about the decline of songbird populations and to promote solutions that can help to reverse this trend.

At the heart of our work is a deep passion for the natural world and a commitment to protecting it for future generations. The charity understands that birds are not just beautiful creatures to admire but are also essential to the health of our environment and a critical part of the ecosystem.

One of the key ways that SongBird Survival achieves its goals is through scientific research. By investigating the causes of declines in bird populations and developing evidence-based solutions, the charity is able to make a real difference on the ground.

In addition to the research, we also run a range of educational campaigns engage and inspire people of all ages raising awareness about the importance of biodiversity and environmental stewardship

PO Box 311, Diss, Norfolk, IP22 1WW

T: 01379 641715

E: dawn-chorus@songbird-survival.org.uk



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Registered in England no. 4078747 Charity no. 1085281

About this role

The Fundraising Officer is a new role and will join our team to support the delivery and growth of our fundraising activity across the UK. The role is part time and will work closely with the Trusts & Foundations Fundraising Manager and Fundraising & Supporter Care team to deliver the fundraising and stewardship objectives.



The majority of the work will be working independently from your remote homebase but you will visit and work at the supporter care office once per month to work (travel allowance provided) alongside the office team to build strong relationships and enable the working approach is always of the highest quality for our supporters and members.

You will play a key role in delivering our fundraising plan, taking the lead in delivering our established annual cash appeal programme, maximising income from membership, working alongside team members to build our corporate partnerships activity and weekly lottery and testing new initiatives. You will have the opportunity to make this role your own and will be part of a supportive and motivated team who encourage new ideas and trying things with a 'lets give it a go and learn from what happens' attitude.

There is a good foundation of individual giving and membership income, but your experience and creativity will help us grow this and diversify into new audiences and areas. Increasing regular giving, Individual membership and lottery activities are all areas where we have identified potential.

Our supporter stewardship is highly rated by existing members and supporters, and you will work alongside the fundraising and supporter care team to ensure we have consistent and positive supporter journeys in place for all relationships. We really pride ourselves as a small organisation on being able to listen to our supporters and provide a personalised interaction wherever possible.

There is definitely scope for improving the marketing of fundraising activities and we would look to you to bring some new energy and ideas into this area of our work.

Despite the wide-ranging responsibilities in this role description the plans, targets and expectations are realistic and grounded in good analysis and understanding of past activities and audiences.

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How we work

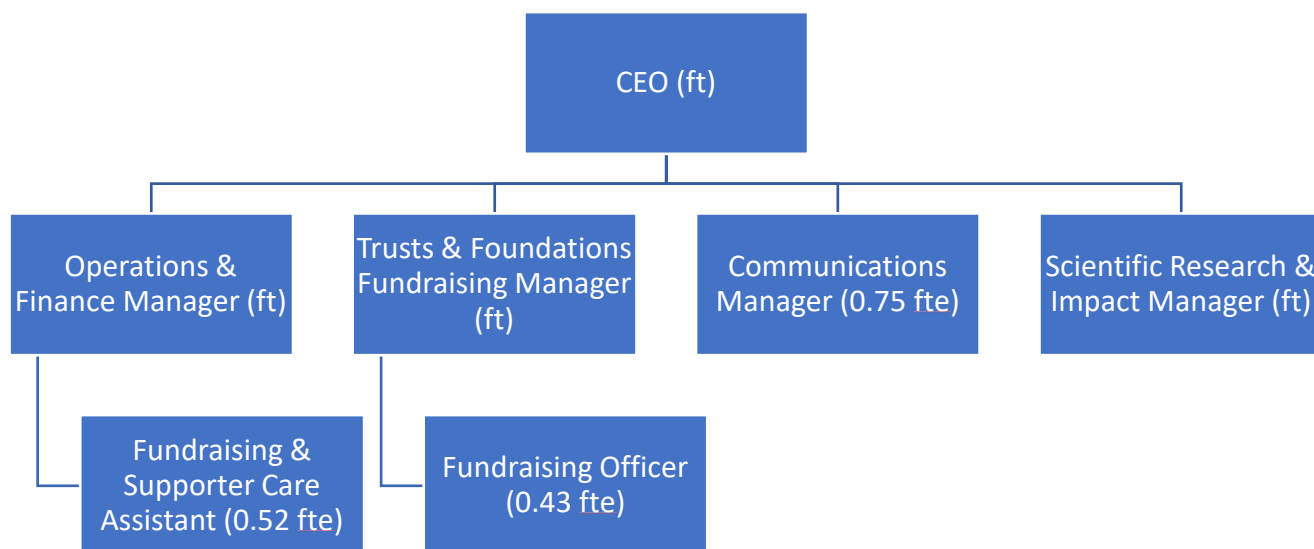
We are a small team with great enthusiasm and motivation to achieve great outcomes to benefit songbirds. The working environment is friendly and supportive, and we make sure you are given the tools and training to do your best in your role. As we are developing and ambitious, there are often times when you will be given the chance to get involved in developing new ideas or trying out new activities and we welcome everyone to get involved with suggesting how we can do a better job.



You will take part in wider team meetings and occasional meetings away at our Diss office in Norfolk or London (3-4 times a year)

Our organisation is ambitious and has a good culture of learning. Staff are valued in their roles, and we offer a range of benefits including flexible working patterns, TOIL policy, pension scheme and a specific training budget.

Staff Structure



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In this role you will

1. Drive growth in individual giving and selected fundraising activities through innovative, multichannel fundraising campaigns.
2. Build lasting supporter relationships with engaging stewardship and impactful donor communications.
3. Champion data-driven marketing and compliance to maximise fundraising success and uphold best practice.



To be the right candidate you will:

- Have experience of delivering successful individual giving and fundraising campaigns.
- Be a strong communicator who builds warm, lasting supporter relationships.
- Use data and digital tools confidently to improve results.
- Stay organised, collaborative and proactive across multiple projects.
- Bring creativity, curiosity and a commitment to best practice and inclusion.

Job Description

Key Responsibilities

Fundraising

- Lead individual giving activity; delivering our multichannel fundraising appeals from idea to completion, including direct mail and e-appeals, ensuring that integrated messaging flows through all channels.
- Develop and implement a plan to promote and actively market individual membership, aiming to reduce attrition and target new audiences
- Work with the Finance and Operations Manager to market and deliver the weekly lottery.
- Support the development of corporate partnerships activity working with team members.
- Spot opportunities for development and test new fundraising activities to widen the pool of donors.

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- Devise and implement a regular giving proposition to acquire and retain committed donors.



Stewardship and marketing

- Oversee all Individual Giving supporter journeys, working with colleagues in the Supporter Care, Communications and Operations teams to continuously improve them; maximising engagement and giving, particularly cross-sell and conversion to other giving products.
- Create engaging content to steward and build relationships with our members and supporters
- Work collaboratively with the Communications Manager to produce and distribute donor communications, such as the monthly e-newsletters and contribute to the bi- annual supporter magazine.
- Develop and implement fundraising and marketing plans for individual appeals which reach key audiences and all stakeholder groups
- Use data and digital tools to use insights to inform and optimise fundraising campaigns

General

- Attending events, acting as a representative and ambassador for SongBird Survival as appropriate.
- Participate in regular 1:1s and annual reviews, contributing to the identification of objectives and targets, and monitoring of progress towards them
- Adhere to all regulatory and best practice requirements as defined by the Institute of Fundraising; Information Commissions Office; Fundraising Regulator; Direct Marketing Association: HMRC any other appropriate regulator.
- Proactively undertaking training, attending conference and webinars etc. to ensure skills and knowledge are up to date and best practice is being followed so the charity maximises impact across financial and operations management.
- Demonstrate a commitment to Equality, Diversity and Inclusivity in all aspects of working and relationships.

This job description is intended only as a guide to the range of duties involved. It is not part of the employment contract. The post holder will

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need to be flexible and adaptable in order to respond to other duties that may be required from time to time and the changes and developments within the charity appropriate to the role



Person Specification

| Knowledge & Experience | Essential | Desirable |
|---|-----------|-----------|
| Demonstrable track record of successfully delivering and individual giving programme of activity. | Y | |
| Experience of delivering fundraising campaigns and appeals from start to finish. Including planning, set up, delivery and evaluation. | Y | |
| Experience of building successful supporter/customer relationships | Y | |
| Experience of using a fundraising or other CRM database | Y | |
| Experience of using digital marketing platforms | Y | |
| Knowledge of fundraising regulations and best practice standards. | Y | |
| Experience of membership schemes, or donor stewardship. | | Y |
| Experience developing regular giving propositions or testing new fundraising activities. | | Y |
| Familiarity with corporate partnerships and membership programmes. | | Y |
| Skills and abilities | | |
| Data-driven mindset: Confident using insights, digital tools, and supporter data to optimise campaigns. | Y | |
| Communication: Excellent written and verbal skills, able to craft engaging donor content and clear marketing messages. | Y | |

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Saving songbirds with science

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|--|---|---|
| Organisation & project management: Skilled at juggling multiple projects, meeting deadlines, and working collaboratively across teams. | Y | |
| Strong IT skills in a wide range of programmes | Y | |
| Adopts a flexible and adaptable approach to work, with enthusiasm for learning and trying new approaches. | Y | |
| Demonstrate a commitment to Equality, Diversity and Inclusivity in all aspects of working and relationships. | Y | |
| Creative flair for producing donor communications (e.g. newsletters, supporter magazines). | | Y |

Application Details

Applicants are invited to email their CV with a covering letter, which explains how you meet the criteria in this job description and why you are a good fit for SongBird Survival to:

HR@songbird-survival.org.uk

Please entitle your email as follows:

Fundraising Officer +[name and surname)

Closing Date: Midday on 9th January

Interviews will be held on: 15th or 16th January

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