



# Role Profile

<b>Job title</b>	Fundraising & Marketing Officer
<b>Reporting to</b>	Individual Giving & Marketing Manager
<b>Has reporting</b>	None
<b>Starting Salary</b>	Grade c £21k
<b>Duration</b>	Permanent contract- 35 hours per week
<b>Location</b>	Home working/ Findhorn

## Trees for life - context

The Trees for Life vision is of a revitalised wild forest in the Scottish Highlands, providing space for wildlife to flourish and communities to thrive.

The Trees for Life mission is to rewild the Scottish Highlands by enabling the restoration of the globally unique Caledonian Forest which once covered much of Scotland. Integral to our success is the involvement of people.

## Our values

Our values are at the core of our mission to rewild the Scottish Highlands, informing decisions large and small from the day-to-day running of our office to major conservation projects. We have shared these values so that our supporters, volunteers and partners can gain a deeper understanding of what drives Trees for Life.

## We are groundbreaking

We are an ambitious charity with a big mission. For over 25 years we have sought to bring innovation to conservation, and we continue to strive for new and ground-breaking ways to rewild the Scottish Highlands.

## We are collaborative

We are an open, friendly and cooperative organisation. We welcome and encourage collaborative working with other organisations, landowners and the wider community. We believe we can always achieve more through teamwork.



## **We are pragmatic**

We seek prudent, sustainable solutions in everything we do. We are always mindful of our duty to our supporters, our volunteers, our staff and above all to Scotland's wild forest. Seeking a pragmatic approach safeguards our organisation and the work we undertake.

## **Overall purpose of the job**

To work within the Fundraising & Engagement Department carrying out key marketing functions. To support the Individual Giving & Marketing Manager with the implementation of the individual giving strategy and to provide marketing and communications support to the Fundraising & Engagement team and other Trees for Life colleagues as appropriate ensuring high standards are maintained across all media.

## **Key Liaisons**

The key focal points for liaison for the Marketing & Fundraising Officer are: Individual Giving & Marketing Manager with a dotted line to the Head of Fundraising & Engagement and the Supporter Coordinator.

## **Job Description**

### **Individual Donors**

- Support the Individual Giving & Marketing Manager with the implementation of the Individual Giving strategy.
- Manage regular donor recruitment campaigns ensuring these are relevant to target demographic segments.
- Achieve agreed income targets.
- Conduct regular retention campaigns with the aim of limiting donor attrition rates
- To provide support to the Head of Fundraising & Engagement on major donor recruitment and stewardship activities.
- Create and manage segmented email lists for individual donors
- Ensure data is appropriately managed and kept clean within the Trees for Life database
- Provide reports on donor analytics in support for the overall Fundraising & Engagement strategy.
- Contribute to policy development in line charitable giving regulations.
- With the Supporter Administrator be a point of contact for support enquiries especially in relation to the Trees for Life grove product.
-



## **Marketing**

- Manage marketing campaigns across multiple channels with the aim of optimising our reach, growth and return on investment.
- Use these marketing channels to effectively promote appeals, products and merchandise using both organic and paid campaigns.
- Maintain stock and update our merchandise and products. Contribute to the development of new products and merchandise.
- Produce publications and publicity materials including our two primary supporter updates and newsletters, Trees News and Caledonia Wild and the Trees for Life annual review.
- To provide marketing support to colleagues throughout Trees for Life and externally who require marketing collateral. This may include collaborative working with external organisations, contributing to networks and the editing or writing of promotional material so it can be easily understood.
- Be responsible for the growth and development of the Trees for Life social media presence including responding to enquiries across those platforms.
- Be responsible for the day to day running of the Trees for Life website. This includes optimising the website for speed, functionality and improved SEO. This requires technical knowledge and you may be required to give advice to others in the organisation when they provide content.
- Provide regular reports on marketing performance and use interpretive and creative thinking skills to anticipate future requirements and design and develop new ideas

## **General**

- Attend internal and external meetings as required.
- Attend events to promote and increase support for Trees for Life as required.
- Contribute appropriate information for the Trees for Life website, social media and publications.
- Undertake any other duties commensurate with the accountabilities of the post.
- A comprehensive understanding of all areas of the organisation's work and how it achieves its aims, objectives and values.

## **Person Specification**

Overall, the postholder needs to be an organised and efficient professional with strong written and verbal skills to promote Trees for Life to our supporters.

## **Knowledge & Experience**



- Experience of working within in a marketing role
- An interest in or knowledge and/or experience of fundraising

### **Skills & Competencies**

- Excellent interpersonal skills with the ability to build good relationships and influence; people from a wide range of backgrounds.
- Excellent written and copy writing skills.
- Meticulous attention to detail.
- Great planning and organisational skills for a complex and diverse workload, with the ability to re-prioritise and organise a variety of tasks in response to unpredictable and changing demands.
- Good time management skills.
- Efficient research skills.
- Ability to plan and prioritise own workload with minimum supervision.
- Knowledge of Wordpress, Adobe suite, using a CMS and Google Analytics

### **Personal Attributes**

- Must be committed to the ethos and values of Trees for Life
- Genuine enthusiasm and a passion for nature conservation.
- Highly-motivated and professional in approach.
- Team player – a readiness to work as part of a team and support colleagues.
- Positive attitude to taking the initiative.

### **Working conditions/ Special demands**

- Willingness to be flexible and work occasionally out of normal hours and to travel.