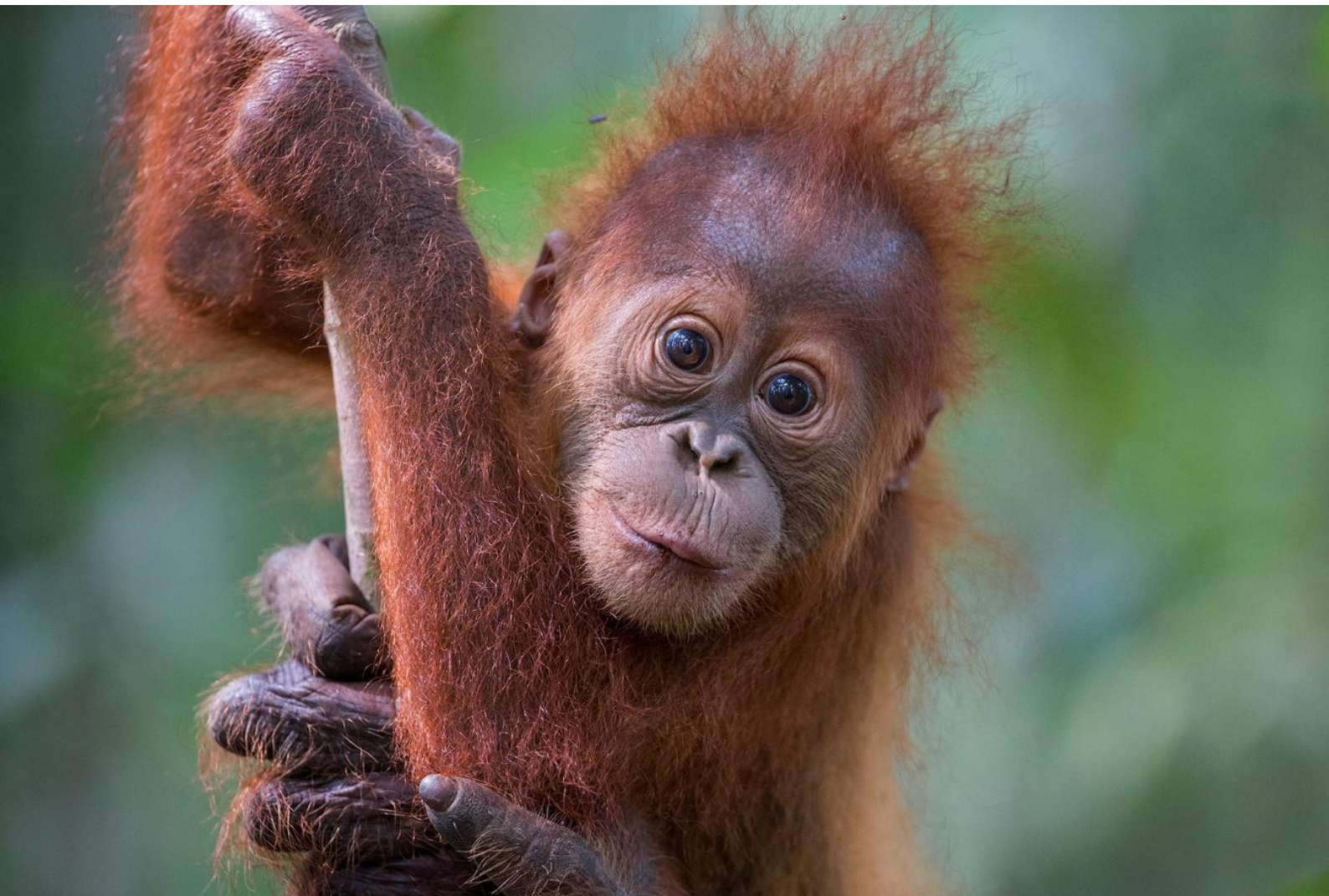




Individual Giving Manager

Candidate Pack



Sumatran Orangutan Society, 6 Lombard Street, Abingdon, Oxfordshire OX14 5BJ

www.orangutans-sos.org

Registered charity number. 1158711

Welcome

Thank you for your interest in our Individual Giving Manager role.

Over the last 20 years SOS, our incredible frontline partners and our global network of supporters have undoubtedly helped orangutans to survive in Sumatra. From planting over 2 million trees to restore lost forests, to saving the lives of more than 200 orangutans, and engaging upwards of 10,000 local people in conservation action, we're hugely proud of the impactful programmes and partnerships we've built.

Yet, both Sumatran and Tapanuli orangutans remain in a highly precarious position.

So, in the next 20 years, orangutan conservation needs to undergo a step change. We need to move beyond survival – we need to enable wild orangutans to *thrive* in resilient forests.

We're focused on the solutions, and through our new Conservation Greenprint strategy to 2030, our work will build resilience – for orangutan populations, for their fragile forest ecosystems, and for the communities who act as custodians of their natural environment and for the global climate.

SOS is part of a network of conservation optimists, and I am in the fortunate position of having my optimism bolstered on a daily basis by the great strides that our partners and allies in Sumatra are making. Of course, we need more than optimism to achieve real results, but we also have a plan, and all the ingredients to turn that plan into a conservation success story for orangutans, forests and communities. We are partnering with fantastic, effective frontline organisations doing some truly impactful work; there are tried and tested programmes that are ready to be scaled up; there are innovative approaches that are ready for investment.

We are looking for an exceptional fundraiser to join our team and help deliver our ambitious plans. Our new Individual Giving Manager will play a vital role in enabling us to increase our unrestricted income by building on the solid foundations of our existing donor and supporter communities and bringing fresh new expertise and energy to help inspire and engage a whole new cohort of support. This will enable us to scale up our impact to meet the many opportunities and challenges that lie ahead of us.

You'll be joining an incredible team, and we'll do everything we can to help you succeed. This position also offers some unique rewards – this is a real chance to play a vital role in the protection of an iconic species, as well as enabling a charity to achieve transformational impact.

SOS is a small organisation with a big mission. We're striving to change the way that Sumatra's forests and wildlife are valued, managed and protected. If that's the sort of challenge that excites and energises you, we can't wait to hear from you. Together we can make a valuable contribution to the protection of orangutans, their forests and their future.

Helen Buckland
SOS Director

Job Description

Job Title:	Individual Giving Manager
Salary:	£32k - £35k depending on experience
Terms:	Full time/0.8FTE for the right candidate, permanent
Reporting to:	Development Director
Responsible for:	Volunteers
Base:	Flexible: remote or hybrid working in our office in Abingdon, Oxfordshire are both an option – but with the ability to attend quarterly team meetings in Oxford, Bristol or London.
Benefits:	25 days annual leave + public holidays, 5% pension contribution and continuous professional development.

Job Purpose

A real opportunity to take ownership of SOS' individual giving activity and build an integrated, multi-channel Individual Giving programme to maximise the opportunities from within our current community of regular givers and cash donors, and to establish, implement and build a digital recruitment strategy to grow supporter numbers and unrestricted income.

About You

You are looking for a role where you can really make your mark on the shape of an Individual Giving programme, and you have the skills and drive to implement your ambitions and your plans. You are comfortable to take the initiative and lead on your plans, while rolling up your sleeves and getting involved in the delivery.

You have experience of setting annual strategy and budgets and developing and implementing digital marketing and/or donor recruitment campaigns. You can develop inspiring donor journeys and enjoy planning and executing successful fundraising appeals. You are adept at analysing and manipulating data, using it to drive activity and enable personalisation in supporter communications. You are a team player and enjoy collaborating to deliver on income targets and excellent quality stewardship.

You will be joining an agile and dynamic organisation at an exciting moment in our growth as we make a vital step change so we can deliver our gold-standard, community-led conservation strategy to 2030 so wild orangutans can thrive in resilient forests.

Role Summary

This year SOS launches a new strategy to 2030: our Conservation Greenprint. Our mission is to support forest-edge communities, local authorities and our network of frontline partners to protect, rewild and connect the Sumatran rainforest to halt the decline of critically endangered Sumatran and Tapanuli orangutans – and help in the fight against the global climate crisis.

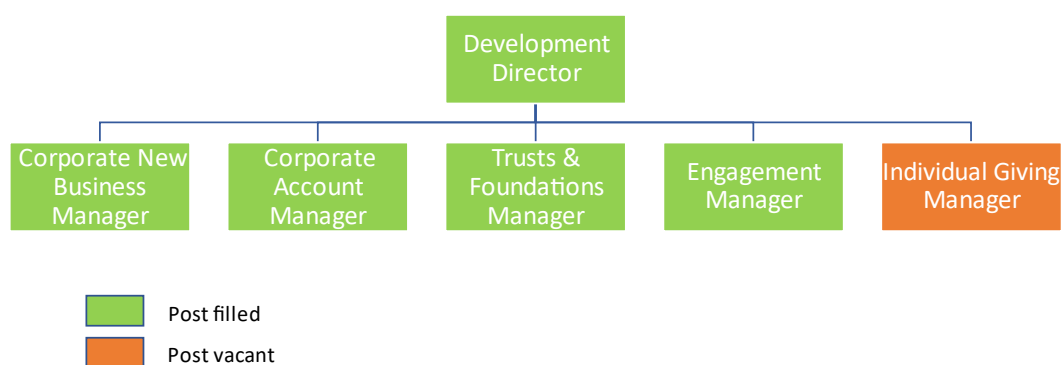
Since established in 2001 SOS has built a loyal and committed supporter base; with a three-figure community of regular givers and a warm cohort of UK and international individual donors we have good quality foundations for growth.

The Big Give Christmas Challenge is a firm fixture in our calendar, and we raised £60k through this mechanism in 2021. We have a database with up-to-date data for c.7,000 donors and an email list of c.12k supporters. We have 70k followers on social media and we support a hugely emotive and critical cause.

Over the next five years we seek to make a significant step change in our operations and our programmes in Sumatra. The Individual Giving Manager will play an important role in supporting SOS to generate unrestricted income to underpin our growth. There are solid foundations to build upon and significant opportunities to leverage.

The Individual Giving Manager will formalise the IG Programme at SOS to deliver an increase in donors and income. Over the next five years we seek to increase income from individuals from £210k p/a to £370k p/a.

Fundraising Team Structure



Detailed Responsibilities

Develop and deliver an integrated, multi-channel (e.g. digital, online, telephone, post) programme for Individual Giving at SOS to grow unrestricted income and ensure best practise donor stewardship, with support from the Development Director.

Responsibilities to include:

- **Donor Retention:**
 - Review current activity and devise and implement stewardship and development plans for existing regular givers and cash donors to maximise income, engagement and loyalty
 - Develop a rolling, annual programme of appeals and fundraising activity
 - Make recommendations for and lead on regular giving uplift, re-activation and conversion campaigns
 - Work with external agencies where appropriate to deliver retention activity and campaigns
 - Execute and report on retention campaigns
 - Design and implement supporter journeys and analyse results, making recommendations for, and applying, improvements
 - Keep abreast of SOS' work in Sumatra and re-purpose technical programme reports for use in supporter messaging and donor reporting
 - Work with the Engagement Manager to plan and provide fundraising and engagement messaging for SOS' social media followers
 - Seek opportunities to surprise and delight supporters
 - Seek opportunities to drip feed legacy messaging and support management of legacy pledgers in collaboration with the Development Director.

- **Donor Recruitment:**
 - Design and implement digital recruitment campaigns to attract regular givers and increase unrestricted income
 - Design and implement conversion appeals to engage more of our 12k email and 70k social media followers to become donors
 - Work with our Corporate Partnerships team to identify opportunities for data gathering through online competitions and incentives
 - Work with external agencies where appropriate to manage recruitment activity

- **Community Fundraising**
 - Work with the Engagement Manager to support community fundraisers and challenge event participants (e.g. London Marathon).

- **Database Management:**

Work with SOS' database guru to:

- Keep the donor database (CiviCRM) up to date with retention and recruitment campaign activity
 - Analyse donor data and use insight to segment and personalise donor communications, campaigns and appeals
 - Adhere to Fundraising Regulator Code of Practice and Data Protection legislation and ensure the SOS Donor Promise and Fundraising Values are alive and visible in all fundraising activity
 - Keep the database up to date with current mandates to maximise the potential for SOS to claim gift aid.
- **Fundraising Finance**
 - Take an active role in the annual budget-setting process, using data and insight to guide recommendations for annual income and expenditure targets.
 - Manage monthly income reporting and establish an IG dashboard for internal reporting.
 - Undertake quarterly reforecasts and take an active role on mitigating for changes in income against budget.
 - Deliver the agreed annual income target for Individual Giving.
- **Website**
 - Own the Donate, Fundraise and Shop pages on the SOS website and maximise their effectiveness to generate income.
 - Ensure the website is integrated as fully as possible into the database.
 - Manage the SOS Global Giving profile, analysing opportunities for further engagement with this platform to grow and develop this donor community.
 - Work with external agencies to maximise web functionality and visibility.
- **Line Management**
 - Recruit and manage volunteers as necessary

Person Specification

This role will suit a pro-active, ambitious individual keen to join a small but highly effective team and make their mark by growing a successful Individual Giving programme. You will have freedom and support in this role to build on the solid foundations in order to achieve results.

Essential skills:

- Proven track record of hitting income targets in a fundraising or marketing/business development role.
- Experience of, and a flair for, donor/customer relationships and retention.
- Proven experience of supporting or developing and implementing successful digital recruitment/sales campaigns.

- Confident with data and experience of using a CRM database to analyse data to develop insights and target fundraising/sales activity (training will be provided on the specifics of the SOS database CiviCRM and ongoing support is available from our database guru).
- A good communicator, able to speak and write with confidence, creativity and clarity.
- Results-driven and solutions-focussed, able to take the initiative and make good things happen.
- A team player, able to thrive in a small team and interested in your colleagues' work and wellbeing, willing to provide support where appropriate.
- Passionate about SOS' vision for wild orangutans thriving in resilient forests.

Desirable Skills:

- Experience of annual budget setting for income and expenditure.
- Experience of working with external agencies including overseeing tendering processes.
- Experience of Line management of volunteers or support staff.

Equality, Diversity & Inclusion

At SOS we are committed to Equality, Diversity, and Inclusion as core to our operations, and our commitment is alive as we seek to grow our team to enable us to meet our ambitious plans. We welcome applications from any person who is interested in this role and has the skills, ambition and energy to make it happen.

Equality: We make sure that everyone is treated fairly and with dignity and respect. We challenge discrimination and remove barriers, so that everyone has opportunities to achieve their desired outcomes.

Diversity: We recognise the benefits of different values, abilities, and perspectives, and celebrate people's differences. We promote an environment that welcomes and values diverse backgrounds, thinking, skills and experience.

Inclusion: We operate a working culture where everyone has equal access to opportunities and resources, and where everyone feels valued and accepted. At SOS we welcome everyone to contribute and have a voice and we make reasonable adjustments to facilitate active participation.

Why Work With Us

Mission

We are on a mission to enable wild orangutans to thrive in resilient forests. We operate at the frontline of some of the world's most pressing environmental and social challenges, implementing effective and scalable responses with communities at their heart.

Culture

We're a small and nimble organisation, quick to embrace new opportunities and implement promising ideas. We expect and support our staff to take a lead in their own work, offering scope for creativity and strategic input. Staff turnover is low and, as we are a small charity, there is plenty of opportunity to be involved and collaborate across the fundraising team as well as having autonomy in your own role.

Professional development

We challenge and support our team to grow their skills, providing exposure to different work experiences and training opportunities.

Adventure

We offer opportunities for travel, to see the results of your hard work for yourself – making you an even more passionate ambassador for our mission and our work.

Unity

Our small team and board of engaged trustees work closely and collaboratively together, sharing ideas, celebrating successes and breaking barriers to accelerate our impact.

SOS Fundraising Values

To protect the orangutan, we harness the characteristics that our flagship animal has evolved to live in harmony with its rainforest home, to help us adapt and succeed in the dynamic conservation ecosystem. These characteristics are reflected in our fundraising strategy and guide our practise:

Inquisitive

Effective strategies need to be based on sound evidence. Our commitment to research and analysis helps us invest our resources wisely, where the need is greatest, to achieve the best outcomes for orangutans, people and forests.

- We use industry benchmarking and analysis of past performance to set targets and develop activity plans.
- We track and assess key indicators to ensure that our approaches are working.
- We obtain new information and evidence through investing in research.
- We continuously gather and analyse data in an ongoing process of adaptive management.

Strong

Our core strength comes from building long-term, trustful and genuine relationships with donors and funding partners. At the heart of this is our 3 Cs approach:

- **Community-powered:** We put our donors at the heart of our fundraising practise.
- **Collaboration:** We partner with (in)credible businesses and funders, support them to use their funding to make an impact, and bring them together to amplify their voices. We co-create robust funding solutions by understanding how they want to make a difference.
- **Commitment:** We know that developing excellent relationships with donors and funders results in loyalty and increased income. By earning trust from our supporter community and

gaining a deep understanding of the difference they want to make, we can meet the needs of both donors and conservation.

Agile

Achieving tangible and long-lasting fundraising results is complex, especially in a dynamic political and global economic landscape facing multiple uncertainties. Being a small and nimble organisation gives us many advantages to seek and explore new routes to success.

- We are quick to embrace new opportunities and implement promising and innovative ideas.
- We are responsive and problem-solving in relation to emerging challenges and opportunities.
- Our approach is nuanced and donor-centric, never letting scale come at the expense of effectiveness.

Keystone

Orangutans are a keystone species, shaping the habitat in ways that benefit their co-inhabitants and the overall biodiversity. Acting as a keystone organisation in the ecosystem of donors and funders we will enhance our success by promoting collaboration, innovation, transformative ambition and an evidence- and impact-led approach.

- We promote interaction and knowledge exchange between Sumatra and the UK so we can disseminate authentic impact information among our supporters.
- We work in partnership with our funders to amplify the voices and expertise of our frontline partners, recognising their unique insight into conservation challenges and solutions in their landscapes.
- We enable experts in our networks to provide technical and hands-on support to enhance our fundraising capacity to deliver effective and sustainable income generation strategy.
- We lead by example, promoting data and information sharing by making our fundraising and conservation analyses available to stakeholders to support wider decision making and ambitious propositions for funding.

Decolonising Fundraising

We acknowledge that fundraising, and philanthropy and international aid in particular, has historically come with a power imbalance between the donor and the beneficiary. The traditional flow of funding from the predominately white global north toward the global south has often been tinged with colonial privilege and oppression, imposing 'solutions' onto cultures and practise without making space to hear the voices, learn from the experience or welcome the wisdom of the beneficiaries.

SOS was established in 2001 at the same time as our sister organisation and key frontline partner, The Orangutan Information Centre based in Medan, Sumatra and which now employs a 100-strong team of experts in orangutan conservation. Both our organisations continue to thrive as a result of the authentic knowledge exchange and cross-cultural leadership which underpins our operations and activity. SOS continues to maintain awareness of the decolonising agenda and is always alert to any mitigation necessary to ensure full inclusivity, diversity and equality in our operations.

How to Apply

Please send your up-to-date CV which demonstrates how you fit the person specification and a short statement of no more than one page stating what you will bring to this role, how your skills and experience make you an outstanding candidate and why you want to work for SOS.

Please include contact details for two referees (who will not be approached without your permission).

Send to: recruitment@orangutans-sos.org

Timeline

- *Closing Date:* 10am on Monday 8th August 2022.
- Interviews are planned to take place during the week commencing 5th September. Second interviews may be arranged.

To find out more about our work, please visit our website: orangutans-sos.org

If you would like an informal discussion about this role before applying, please contact Sarah Moore, Development Director at sarah@orangutans-sos.org or 01235 530825. We can also arrange for you to have an informal conversation with a member of the fundraising team if you have questions about our working culture and how it feels to be part of the SOS team.

