



FUNDRAISING OFFICER

<u>Salary:</u>	£20,000 (+ benefits & contributory pension)
<u>Location:</u>	Truro/Falmouth, Cornwall
<u>Closing date:</u>	Noon on Monday 19th September
<u>Interview date:</u>	Monday 26 th September
<u>Start date:</u>	Monday 26 th October (approx.)
<u>How to apply:</u>	<u>Online application only.</u> CVs will not be accepted.

ABOUT US

Cool Earth is the charity that works alongside indigenous villages to halt rainforest destruction. Over the last nine years, Cool Earth has used its community-led model to save over 600,000 acres of at-risk rainforest.

Cool Earth's success is down to a light touch approach that puts local people back in control of their forest. By helping to build incomes that depend on the forest being kept safe, we work to ensure that forest protection becomes self-funding. The enthusiasm of forest communities to work alongside us means we have the enviable problem of more prospective village partners than our capacity allows for.

Our programmes team are addressing this issue with a redesigned implementation model that will keep Cool Earth at the forefront of NGO innovation. It will focus Cool Earth's work on making the biggest impact on communities' health, wealth and autonomy. It will create the most compelling conservation model the rainforest has ever seen and forge real relationships between funders and villages.

Cool Earth enjoys support from high net worth donors, charitable trusts and foundations, event fundraisers, and many individuals. Securing their continued support and engaging new similar donors is a key priority for Cool Earth. We are also the chosen charity for The Adventurists and are lucky to have thousands of people fundraising for us as part of their Adventures.

We have hugely ambitious targets for our global programme, and we're developing our fundraising team in order to secure the funds we need to implement our plans.



ABOUT YOU

You will be a dynamic and driven individual, responsible for the stewardship of our donors, and will work closely with the Head of Fundraising and Trusts Manager to develop a donor retention and development strategy. You will continually surprise and delight our current donors and fundraisers and be responsible for growing our individual donor base.

This is an exciting opportunity for someone looking for the next stage of their career in fundraising. You will make a meaningful contribution to the achievement of Cool Earth's fundraising goals.

In your role as Fundraising Officer you will:

- Be responsible for the stewardship and development of Cool Earth's individual donors, with a particular focus on re-engaging past donors
- Be the first point of contact for donor and fundraiser enquiries and contribute to the delivery of planned fundraising targets
- Develop and put into practice a strategy for Adventurist alumni
- Manage the relationship with The Adventurists and attend Adventurists events, presenting to teams about Cool Earth
- Assist the Trusts Manager with stewardship and reporting
- Collate and publish regular reports for donors on the website and develop an email strategy for donors
- Maintain and update accurate records and report on fundraising using CiviCRM
- Assist in the production of engaging fundraising materials and campaigns
- Aim to exceed Cool Earth's commitments to its donors, including writing project updates and organising bespoke gifts
- Produce surprising, delightful, engaging and useful content for Individual Fundraisers and publish through relevant channels
- Assist with fundraising events at a national and local level
- Manage data from external fundraising platforms
- Report on income from individuals
- Maintain and update the areas of the website dedicated to fundraisers

PERSON SPECIFICATION



Essential

- Educated to at least degree level or with an equivalent fundraising qualification
- At least 2 years relevant work experience in fundraising
- Confident and diplomatic communicator, both on the telephone and in writing
- The ability to seize opportunities and to act with initiative and imagination
- Ability to build effective working relationships
- Ability to cope with a heavy workload, work well under pressure and complete tasks in a timely way
- Excellent organisation and administration skills with the ability to plan and prioritise work for self and others
- Working knowledge of website CMS (especially WordPress) and CRM systems (especially CiviCRM)
- High level of competency with the MS Office suite (e.g. Word, Excel and PowerPoint) and experience of using social media/digital communication tools
- Genuine interest in and commitment to the humanitarian and environmental principles of Cool Earth

Desirable

- Ability to speak other languages, e.g. French, Spanish
- Knowledge of Data Protection law
- Basic InDesign, Photoshop, Final Cut, Premiere
- Experience in handling financial, personal and confidential information with discretion
- Proven ability and motivation to work independently, with minimal supervision

Things every member of the team is:

- Reliable – we follow through on every job, big or small.
- Informed – The world's complicated so we're always curious.
- Self-motivated – we fix problems without asking permission.
- Tonnes of initiative – we fix problems by digging for root causes.
- Love variety – we're a small team; jobs outside our job spec are a perk.
- People person – helping others be more successful is how we improve.

Cool Earth uses the following tools:



- Apple Macs
- MS Office
- Adobe In-Design and Photoshop (for anything external)
- E-mail sits on the Gmail platform
- Our website uses Wordpress
- CiviCRM holds our supporter data