

Individual Giving Manager – Job Description

Job Title: Individual Giving Manager

Department: Income Generation and Partnership Development

Reports to: Director of Income Generation and Partnership Development

Direct reports: none

Hours: Full time, (part time and flexible arrangements considered)

Salary: £30k-£38k (pro-rata if part time and dependent on experience)

Contract: Fixed term for 2 years, potential to extend depending on funding

Location: Hybrid/Oxford office as required (requirement to come to Oxford twice a year for two consecutive days per visit)

Role purpose:

To develop and deliver an Earthwatch individual giving programme. The role will focus on identifying opportunities to engage supporters, implementing activities to cultivate, solicit, and steward donors, and increasing financial contributions from new and existing supporters. The role will also assist in the delivery of major donor cultivation events alongside senior staff.

Key deliverables:

Strategy & Income Growth

- Develop and implement a multi-year individual giving strategy, including regular giving, one-off donations and legacy giving
- Set and monitor income and engagement targets, using data insights to refine and improve approaches.

Campaigns & Appeals

- To project manage multiple appeals delivering accurate campaigns across digital, print, and telephone on time, to inspire and convert supporters, on budget to a high standard and meeting agreed targets.
- To manage the relationship with external fundraising agencies, ensuring they are briefed and provided with the information they need.
- Collaborate with the communications team to ensure campaigns align with brand and messaging guidelines.
- Undertaking all activities in line with best practice standards and processes as set out by the Institute of Fundraising, Fundraising Regulator and any other bodies as prompted by the Director.

Donor Engagement & Stewardship

- Deliver high-quality donor communications, including impact reports, appeals, and tailored updates.
- Support donor journeys that build loyalty and increase lifetime value through a range of fundraising products
- Attend events as required to meet donors.

Data Management & Reporting

- Ensure all materials produced are accurate and compliant with relevant data protection and gift aid legislation (where applicable).
- Use the database to track donor engagement and manage contact strategies.
- Produce reports and analysis on giving trends, campaign performance, and donor behaviour to inform decision-making.

Collaboration & Support

- Work closely with colleagues across Income Generation, Communications, Programmes, and senior leadership to maximise donor opportunities and engagement.

In undertaking these roles, the postholder should also have regard to: -

- Acting as an ambassador for the work, vision and values of Earthwatch Europe.
- Ensuring continuous development of skills and knowledge required for the post, undergoing training and performance review as required.
- Working within all the policies and procedures of Earthwatch Europe, ensuring compliance with health & safety policies and all legal and contractual obligations associated with the post.
- Collaborating with other Earthwatch teams to ensure effective delivery of partnership programmes.
- Carrying out any other reasonable duties commensurate with the level of responsibility of the post, as requested by the post holders line manager.

Person Specification

Essential	Desirable
Knowledge and Experience	
Proven track record in individual giving, donor development, or relationship fundraising.	Experience of legacy fundraising.
Experience of developing supportive journeys, managing direct mail and calling campaigns.	Experience of major donor fundraising and managing high-value individual relationships.
Excellent numeracy skills and proven ability to develop budgets, monitor accounts and calculate ROI.	Experience of working within an environmental organisation.
Understanding of UK fundraising regulations and best practice	
Skills and Aptitude	
Excellent communication skills, with an ability to write compelling fundraising copy.	
Strong analytical skills with experience in donor data management and CRM systems.	
Strong relationship-building skills, with a track record of engaging and managing donors.	
Experience in managing and meeting deadlines for multiple projects simultaneously.	
Personal Characteristics	

Demonstrable passion for environmental issues and sustainability, with an understanding of the environmental sector.	
Commitment to Earthwatch Europe's mission and values.	
Highly organised, self-motivated, and able to work both independently and as part of a collaborative team.	
Creativity and drive to succeed, willing and able to take on exciting new challenges.	

OUR VALUES

We are driven by people

We always show humanity in our bid to save humanity. As colleagues, we treat each other with genuine warmth and respect. In a polarised world, we're proud to build a friendly movement of local groups, schools, scientists and businesses. Everyone's voice is welcome and valued.

We are powered by science

Powered by science, it's science that makes us powerful. We champion findings collected by people at the grassroots to spark change in our neighbourhoods and at the highest levels of government. We're committed to debate, openness, honesty, listening and always learning.

We connect with nature

Disconnection from nature is at the heart of ecological crisis. Connection is a driving force for change. So let's get our boots – and our hearts – muddy. With smiles on our faces, we inspire people to get out into nature, have fun, discover what we all stand to lose, and take action.

We fight for our planet

The environmental crisis is relentless. We, too, never give up. Each day we fight for our fragile earth, not through protest, but practical science. From planting tiny forests to protecting the world's freshwater habitats, our evidence-based solutions are the seeds of our planet's survival.