

2018

The Old Music Hall, 106-108 Cowley Road, OX4 1JE

telephone: 01865 403225

recruitment2018@peopleandplanet.org

peopleandplanet.org

Job Title: Co -Director: Fundraising & Communications

People & Planet's goal: We believe that change that we want to see in the world can only be achieved by strong social and environmental justice movements that include empowered students and front-line communities, working together in global solidarity to overcome the oppressive structures created and maintained by an entrenched global establishment.

Our vision is to not only reverse the trends of spiralling inequality, instability, climate crisis, biodiversity loss and resource depletion, but to fundamentally shift the balance of power in society away from the few to the many. The politics of the future needs to be driven from the bottom up and be built on an active grass-roots civil society.

We are part of an empowered global movement that is a driving force towards a more egalitarian, sustainable world. We empower students and young people to be at the forefront of efforts to create a better world by working with partners to form strong coalitions that include affected communities themselves, and operate across national boundaries to challenge the holders of power at the transnational level.

We contribute to building a more just and sustainable world through:

- Organising and training the next generation of students to be strong activists with skills and motivations that last their whole lives, enabling them to go on to create new social realities
- Enabling powerful student activism that is able to redress injustices
- Steering the huge and growing education sector to play a just role in the economy, and act as hotbeds for new ideas able to develop a more egalitarian, sustainable world
- Identifying and challenging privilege based on UK students' country, background and education through amplifying the voices of front-line communities
- Creating new institutions that are able to nurture solidarity on an ongoing basis, fill strategic gaps in our movements and maintain an ongoing legacy for hard won victories

Job Purpose:

To be responsible for the overall Fundraising strategy and maximising income streams of People & Planet. The particular focus of the role is on individual giving, including Major Donors.

To plan and manage supporter communications in an integrated way, through all external media channels – owned (web, social), bought (paid advertising) and earned (PR/media).

As a Co-Director of People & Planet you will also be involved in collaboratively steering the organisation's strategy, setting the organisational budget and a range of other areas relating to

organisational management as well as peer managing another Co-Director after three months in post; there are no direct reports to this role.

Accountable to: The management team. You will be peer-managed by another member of the management team.

Contract: **Permanent position. Part time: 28 hours per week. Core days Tuesday and Wednesday.**

Starting: **Week commencing 16 July 2018 or nearest date thereafter.**

Location: **East Oxford office. Remote working is not available for this role.**

Salary: **£29,684 pro rata.**

Background

Established nearly fifty years ago, People & Planet supports the **largest student network in Britain**. We work with students at universities and colleges across the UK in supporting them to campaign on social and climate justice. We work with partners and coalitions, such as Global Justice Now, Greenpeace and 350.org.

The People & Planet office is staffed by highly committed and professional people, and run in an open and supportive way. Unlike most organisations that have a single Director or CEO, People & Planet is run by a collaborative management team made up of Co-Directors.

Following a strategic review we have created this new role to take a lead responsibility across all of our income streams and to integrate our public fundraising and communications.

The successful candidate will take this strategy into action and continue to develop it using a combination of analytical rigour and creative flair.

Responsibilities

1. Fundraising

1. Take ownership of and develop our Fundraising strategy, shaping the direction of fundraising in collaboration with the management team.
2. Implement our individual giving strategy to grow People & Planet's FAN Club income by recruiting new donors and maximising income from current supporters.
3. Identify and take advantage of opportunities to increase income from potential new supporters including leading on Crowdfunding campaigns as required.
4. Conduct ongoing telephone fundraising for regular giving recent lapsing and gift aid.
5. Plan and manage annual staff and volunteer led telethon for upgrades, lapsed re-activation and single giving conversion.

6. Digital fundraising – promote People & Planet with appropriate fundraising asks via Facebook and other SM channels.
7. Manage our Google PPC account to maximise traffic and website donations.
8. Test new digital channels for cold acquisition e.g. Facebook ads, email marketing and others as they arise.
9. Support our Trusts and Foundations fundraising where appropriate in line with Fundraising Steering Group.
10. Manage the Fundraising budget.

2. Communications

1. Produce and maintain a clear segmentation of different target audiences, with understanding of their communication needs including cold audiences.
2. Produce and manage an annual multi-channel communications plan to those audiences including sharing successes of our campaigns with supporters including production and distribution of an annual impact report.
3. Deliver key elements of that plan inc Facebook, Twitter, petitions, People & Planet website, other platforms e.g. Instagram.
4. Be responsible for our communications output as a whole and enable us to monitor and learn what is effective and what is not, through providing next steps for recipients and understanding engagement pathways.
5. Development of ‘case for support’ and active promotion of the core message(s) for the organisation.
6. Overall responsibility for planning and co-ordination of weekly e-mail communications working closely with Campaign Managers.
7. Build one-to-one relationships with our a wide range of external contacts including major donors, trusts and journalists.
8. Manage and update the database of contacts, ensuring that records are up to date and that all new contacts and correspondence has been entered.
9. Develop supporter engagement event linked to commemorate our 50th anniversary in 2019 in line with our ethical fundraising policy.
10. Support events: Work at our annual summer student event (July), the main opportunity to meet face to face with our network and recruit them as supporters + attend other events (workshops / regional events) to gain understanding of network and work of People & Planet.
11. Keep web pages up to date and continue to develop the depth and quality of our digital content.
12. Ensure we respect privacy, data protection laws (GDPR) and child protection issues in our fundraising and communications.

3. Organisational Management (duties common to all Co-Directors)

1. Contribute to and participate fully in the running of the organisation including through staff meetings, working groups and consultations.
2. Participate fully in the peer-management structure of People & Planet, including managing one colleague.
3. Sit on the management team and participate fully in collaboratively steering the organisation's strategy, setting the organisational budget and a range of other areas relating to organisational management.
4. Represent People & Planet's best interests in dealings with the public, supporters, funders, partners etc.
5. Contribute to other work of the organisation when required.

Person Specification

Skills and knowledge

- Strong understanding of the **motivations and insights** that drive support for People & Planet and the ability to engage these motivations using inspiring, persuasive and accessible approaches.
- Attitude and capability to be a **great face to face / telephone fundraiser**. You'll need to be confident, outgoing, very comfortable in communicating on a personal level developing rapport, talking to people, presenting the work of People & Planet and comfortable asking for money.
- Strong **oral communication and presentation skills** with credibility to persuade, build rapport and negotiate effectively with people from a diverse range of backgrounds.
- Strong **written communication skills** particularly the ability to make written communications persuasive, inspiring, accessible and engaging for a range of audiences at different points in their lives, from students onward.
- **Strong project management** and personal organisational skills; time management, the ability to prioritise effectively, the ability to set up and follow systems and procedures effectively and to manage a demanding workload.
- **Competent in office and productivity software such** as word processors, spreadsheets and web-based apps and databases.
- Knowledge of the **regulatory environment for fundraising and communications** including data protection, gift aid, fundraising regulations and codes of practice.
- Understanding of **global economic, environmental and social justice issues**.

Essential

- Experience of implementing effective fundraising plans in order to recruit, engage and retain financial supporters.
- Understanding of Communications planning, including audience segmentation and channel management.
- Experience of **delivering against targets and managing budgets**.
- Experience of maintaining and developing **excellent relationships** across a wide variety of contexts.
- Knowledge and understanding of the importance of **human rights, environmental sustainability and social justice** and the ability of social movements to secure change.

Personal attributes

- **Dynamic personality, motivated to generate income** in the not-for-profit sector.
- **Positive 'can do' attitude** with the ability to identify and make the most of opportunities and overcome challenges.
- Ability to work **work collaboratively with others** who may have different priorities and proactively engage colleagues in fundraising initiatives.
- Ability to **engage people confidently and comfortably** to influence a diverse range of people.
- **Demonstrable sympathy and commitment** to People & Planet's strategic aims, campaigns and theory of change.
- Ability and **willingness to travel and work over a weekend** at our annual summer student event.

Desirable Criteria

- Direct personal experience and demonstrable track record in **direct face to face and/or telephone fundraising**.
- Experience with **digital communications**: Google, social platforms, digital advertising, email marketing etc.
- Experience in dealing directly with **journalists and the media**.
- Successful experience in **Crowd Funding**.
- Experience of **organisational management**.
- Knowledge of the **Higher Education** sector.
- Have connections **with diverse groups in society**, for example communities of colour, indigenous groups, disabled people or LGBTQI groups.
- Experience of **recruiting staff**.
- Experience of **supportive line management**.