

JOB TITLE: DIGITAL FUNDRAISING COORDINATOR

REPORTS TO: HEAD OF STRATEGY AND SPECIAL PROGRAMMES

Background

The Cambridge Conservation Initiative (CCI) is a unique partnership between leaders in biodiversity conservation research, education, policy and practice from six founding University Departments (Zoology, Plant Sciences, Geography, Land Economy, Cambridge Judge Business School and Cambridge Institute for Sustainability Leadership) and ten internationally renowned Cambridge-based conservation organisations (BirdLife International, British Trust for Ornithology, Cambridge Conservation Forum, Fauna & Flora International, International Union for the Conservation of Nature, RSPB, Traffic International, Tropical Biological Association, the United Nations Environment World Conservation Monitoring Centre and Wildlife Conservation Society). CCI aims to transform international biodiversity conservation by catalysing strategic partnerships between leaders in research, education, policy and practice.

The Executive Director's Office runs several special programmes to deliver funding and actions that contribute to nature's recovery and restoring the health of our planet. The Digital Fundraising Coordinator will drive an ambitious and exciting programme to establish a new fund supporting biodiversity conservation worldwide. There is a high degree of confidentiality required in the preparatory work of the programme, and it is expected to attract a high degree of media and public interest at the time of launch. The timing of the launch is uncertain, and the scale of the subsequent Trust fund is unknown (though expected to have the potential for raising £100+ million). bringing a level of stress that requires careful management. Whilst the team is small at present, and there is limited opportunity for formal line management, following launch of the Trust the team will grow, and the Digital Fundraising Coordinator will be likely to manage at least one staff member.

Further information can be found about CCI at <https://www.cambridgeconservation.org/>

The role

The Digital Fundraising Coordinator will work for CCI's Head of Strategy and Special Programmes, alongside this programme's Director to develop the programme. The role includes using significant experience in setting fundraising and spending strategies as lead fundraiser for the team. Additionally, it leads the creation and maintenance of a digital fundraising database, processing donations and donor data, providing a best-in-class donor journey and reporting progress in the fund growth.



The successful post-holder will also maintain excellent relationships with other fundraisers across the University, particularly with the University Development and Alumni Relations Department, and with the lead fundraisers in all ten CCI Partners. The role will work with contracted agencies and individuals on fundraising strategies and tactics, with digital and text giving providers. There will be fundraising related communications tasks relating to online platforms, the project's website and social media channels.

Main responsibilities

Develop and coordinate the implementation of a digital fundraising strategy for the project

- Lead the development of the programme's digital fundraising and spending strategy and deliver the strategy objectives.
- Determine the strategy and tactics for this new Trust fund which will be a complex and highly sensitive task matching the expectations of a range of diverse partners. This will require significant leadership experience, the ability to craft decisions about the long-term performance of the Trust and a combination of independent and high-quality teamwork.
- Use initiative in problem-solving and choose a preferred function from a range of different options, and work with internal and external partners to agree the way forward.

Database development and management

- Create and manage the fundraising CRM database for the programme, selecting the appropriate function from a range of different options.
- Process and record donor data, maintain information in accordance with GDPR, manage and supervise contractors and service providers and integrate the data from external partner online giving platforms, the University and college fundraising partners.

Ensuring excellent donor management

- Manage donors excellently to deliver the fundraising strategy and aim to maximise income from online donations.
- Provide an outstanding and supportive donor journey in line with the wishes of the Founder.
- Manage likely peaks in high-volume, low value giving based on key events and work with senior colleagues across the University to manage and support high-value giving from major donors.
- Work with CCI's Head of Communications & Impact to provide excellent communications in support of fundraising activities.

Monitoring, evaluating and reporting

- Monitor and report on the project's reputation for maintaining the highest standards in digital fundraising given the high profile and likely scale of this fund.
- Follow digital fundraising campaign trends and opportunities.
- Manage 'paid-for' search campaigns that drive traffic and maximise fundraising performance.

- Track, measure and report to the programme's Board of Management on the Trust's digital fundraising performance.

Finance, governance and training

- Manage the fundraising budget for the programme, including establishing and maintaining contract relationships with external service providers and regularly report on spend, including to the programme's Board of Management.
- Train the team in managing the donor journeys, deliver on the fundraising strategic objectives and devise a fund-spending strategy.

The person

The ideal candidate should have the following qualities, skills, and attributes:

- Proven experience as a Fundraising Coordinator, Fundraising and Communication Specialist or similar role with fundraising experience.
- Good command of digital marketing tools such as Meta, Google Ad Managers, Canva and eCRMS such as MailChimp, Campaign Monitor or Engaging Networks.
- Familiar using fundraising CRM databases.
- Experience of designing, planning and delivering successful digital activities, such as designing and optimising the donor journey, SEM/SMO, social media (paid social) and/or digital advertising campaigns (paid search, Google grants).
- Proficient in MS Office.
- Competency with data analysis and visualisation tools.
- Solid and proven writing, editing and researching skills.
- Ability to draft complex documents and write for varied external audiences.
- Excellent communication abilities (oral and written).
- Strong attention to accuracy and detail.
- Ability to nurture and foster essential relationships and partnerships with collaborators, potential funders and public audiences.
- Self-motivated, able to multi-task and with a track record of delivering to tight deadlines without compromising on quality.

Benefits

This is a full-time position working 36.5 hours per week. There will be a six-month probationary period. Holiday entitlement is 28 days per annum plus eight days of public holidays. The salary will be in the range of £33,482 - £39,355 per annum.

The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees' work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

The closing date for applications is 30 April 2025.

Applicants are required to provide details of two referees. Typically, referees will not be contacted until an offer has been made. In exceptional circumstances, we may need to contact your referees at an earlier stage of the recruitment process; however, this will only be done with your prior consent.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network.

Information if you have a disability

The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them

during their employment. Information for disabled applicants is available at www.hr.admin.cam.ac.uk/policies-procedures/disabled-applicants-and-members-staff/support-services-available-within.

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact hrsupport@jbs.cam.ac.uk.