

## Job announcement



**HUMANE SOCIETY  
INTERNATIONAL**

### Manager Individual Giving, Europe

Location: Home-based in Germany, Belgium, the Netherlands, or Italy.  
Reports to: EU Senior Individual Giving Manager.  
Annual salary: EUR 52,000 - negotiable based on experience.

#### Background

[Humane Society International](#) (HSI) is one of the largest and most influential animal protection organizations in the world. HSI is striving for a better future for animals and people through advocacy, education, and hands-on programmes.

Our global headquarters are based in Washington, D.C., but we work on a wide variety of animal welfare issues in more than 50 countries in close cooperation with local organizations and national governments with whom we share our knowledge, expertise, and experience. We endeavour to place animals on the political agenda and to raise greater awareness of animal protection issues.

HSI's approach is to always strive to be part of the solution, rather than to simply protest against animal welfare problems or abuses. We pride ourselves on the high degree of specialist scientific and technical expertise within our organization.

HSI is expanding in Europe, and we are looking for a skilled Individual Giving Manager to join our team.

## **Purpose of Role**

The Individual Giving Manager supports the strategic development and delivery of HSI's Individual Giving programme to grow and maximize supporter giving in the EU. This post supports strategies and plans to acquire and retain regular givers and is responsible for working with the Senior Individual Giving Manager to deliver income from our mass audiences in the EU, predominantly through digital fundraising.

## **Primary responsibilities**

The Manager of Individual Giving will have the following key responsibilities (percentage of time expected to be spent over the course of a year indicated per duty).

1. Support the Senior Individual Giving Manager in the implementation of a fundraising strategy to achieve a sustained increase in income from HSI's EU supporters and ensure optimal supporter experiences and journeys. (10%)
2. Identify, propose, and manage relationships with appropriate suppliers and third parties through contracts, where instructed to do so. (5%)
3. Work with our stakeholders/partners/consultants and other HSI country offices to gather news and stories, fact-check and edit copy to ensure accuracy and that it meets HSI's campaign objectives and messaging guidelines. (5%)
4. Continually monitor and track activity results and provide post analysis reports on the outcome of an activity to the Senior IG Manager and HSI Senior Fundraising Director EU/UK. (10%)
5. Contribute to the development and delivery of the Supporter Care programme, providing positive stewardship for all EU supporters and donors. (10%)
6. Create supporter journeys, DMs and other communications materials in close cooperation with the EU fundraising team for our supporters. (10%)
7. Develop and grow HSI's Regular Giving programme, ensuring a competitive and compelling Regular Giving product is in place, and supporter journeys are developed and delivered. (15%)
8. Work with the Senior Individual Giving Manager to effectively research, plan and implement new acquisition initiatives to achieve required growth in the EU, including but not limited to DRTV, Face-to-face, Telemarketing and PSMS Mobile channels. (15%)
9. Work with colleagues and externally contracted agencies to maintain comprehensive information in supporter records, and the integrity of data import/export, ensuring that relevant data are analysed and utilized for selections, reports and as input for the EU's fundraising plans. (5%)
10. Ensure compliance with all relevant data protection and privacy regulations and adhere to best practice guidelines from the Fundraising Regulator. (5%)
11. Achieve the annual targets agreed for all areas of individual giving. (10%)

## **Profile**

### ***Education and experience***

- University degree or equivalent work experience required.
- A minimum of 2-3 years direct marketing experience including offline and online channels required.
- Experience managing relationships through CRM systems desired.

### ***Skills and abilities***

- Good knowledge of direct marketing approaches including offline and online channels.
- Good knowledge of digital marketing principles and techniques.
- Familiar with producing fundraising materials which have proven to be compelling and effective.
- Good communication skills, able to write personalised supporter letters and draft reports.
- Familiar with managing project income and expenditure budgets.
- Familiar with managing suppliers and agencies to ensure cost effective spending.
- Familiar with data protection regulations (including, ideally, an understanding of GDPR), Institute of Fundraising Codes of Practice, and a commitment to quality and best practice.
- Strong organisational and multi-tasking skills.
- Ability to interpret data to improve understanding of donor behaviours and inform data selections and activity planning.
- Ability to operate under pressure and meet tight deadlines.
- Team player who can work with others while working towards departmental and organisational goals.
- Proficient with Microsoft Office to include PowerPoint, Adobe Acrobat, Excel, Word and SharePoint.
- An understanding of and commitment to animal protection issues (desirable).
- Fluent in written and spoken German (highly desirable)

## **To apply for the post**

Please send a letter of application stating the skills and approach that you would bring to the post with your CV/resume (no photos) in strict confidence by email only to: [isabel@darylupsall.com](mailto:isabel@darylupsall.com).



Please ensure that they are sent as Word or PDF documents with the titles “*your name cover letter*” and “*your name CV*” Please put “HIS – Manager Individual Giving” in the email subject line.

**Deadline for applications: Sunday 27 February 2022**

*Daryl Upsall International actively promotes equality, diversity, and inclusion. In recruiting candidates, we seek candidates with the proven skills required; irrespective of race, gender, religion or belief, age, disability or sexual orientation.*