

Job announcement

ClientEarth

Senior Digital Fundraising Officer – Germany

- Location:** This position will be based in Berlin, but remote working may be considered. This role may involve some occasional travel in the EU and to the UK.
- Salary:** €53,000 euros.
- Reports to:** Head of Digital Fundraising (based in London, UK).
- Contract Type:** Permanent, full time 37.5 hour a week with possibility of flexible working.

Background

We are a non-profit using the power of the law to bring about end-to-end systemic change: informing, implementing and enforcing the law, drafting and advising decision-makers on policy, building legal expertise, and ensuring citizens' access to the laws that defend them. We take governments to court – and win. We force polluting industries to shut down. We protect irreplaceable forests and vulnerable species. We empower people and NGOs with the legal rights to bring forward environmental battles of their own. Using the law means that we create real, long-lasting and embedded change. We're working to secure a lasting civilisation in which people and nature thrive together. We work in partnership across borders, systems and sectors, ingeniously using the law to protect life on Earth.

Purpose of the role

The Senior Digital Fundraising Officer will join ClientEarth's thriving and growing global Development team and play a leading role in securing income from the general public in Germany. Our Development Department is responsible for raising funds to enable the organisation to deliver its mission.

The department is formed of several fundraising strands: an established Grants programme, securing funding from trusts, foundations, and institutional donors; a newly formed Digital Fundraising stream,

raising income from the public; and a Philanthropy team, working with a wide range of individuals and organisations to raise primarily unrestricted gifts to support ClientEarth's work.

The Senior Digital Fundraising Officer is responsible for cultivating public support in Germany for ClientEarth's work, by acquiring and stewarding supporters to become long-term donors.

You will provide German market support across digital fundraising including coordinating joint supporter engagement and fundraising campaigns, digital marketing channels including social media, donation platforms, email marketing and supporter care functions in collaboration with colleagues in Germany and internationally.

You will work with the wider Digital Fundraising team and Marketing Communications team to develop and deliver our digital fundraising strategies, as part of our wider Development Department strategies.

Working relationships

The Senior Digital Fundraising Officer will report to the Head of Digital Fundraising, based in London. You will work with a range of staff in the digital fundraising, data operations and communications team to develop and deliver our digital marketing and fundraising strategies. In particular you will work closely with the Digital Marketing Communications Manager, Digital Fundraising Manager & Supporter Engagement Officer.

You will also coordinate with the Head of the ClientEarth Germany office, as well as the wider Berlin team. From time to time, the post-holder will work with colleagues in the wider Development department including data and operations, philanthropy and events. They will also work on a project-by-project basis with colleagues from across the communications function, including those working on strategic communications, public affairs and campaigning, and particularly with those focused on our German legal projects.

Key responsibilities

Programme delivery and growth

- Coordinate and implement the Digital Fundraising strategy and annual plan in Germany in collaboration with the Head of Digital Fundraising and wider Digital Fundraising team.
- Work with colleagues in Digital Fundraising, Communications, and Programme teams to deliver campaigns (brand, lead generation, fundraising appeals) to engage and substantially increase the ClientEarth supporter base in Germany.
- Create and deliver email marketing campaigns that support the organisation's objectives and cultivate donor relationships.
- In collaboration with colleagues across Digital fundraising and Communications in the UK and internationally, help run digital fundraising channel lead-generation and revenue-generating campaigns in Germany, ensuring all activity is designed to inspire and engage supporters.

- Ensure that prospective donors receive an excellent user experience, working closely with the wider team to develop a seamless stewardship journey including optimising creative, adapting the marketing mix and improving the performance of key landing pages.
- In collaboration with colleagues and third-party suppliers, develop compelling digital creative, including copy-writing and advert design.
- Contribute to maintaining, updating and developing ClientEarth's German website resources, with a particular focus on donation platforms.
- Work collaboratively with Fundraising and Communications team members internationally (i.e., US and Germany) to maximise fundraising opportunities and support programme growth.
- Coordinate with digital fundraising and communications colleagues to ensure the supporter journey and customer experience is managed professionally and in line with ClientEarth's [Supporter Promise](#) and local market fundraising regulation.

Budget management & planning

- Work in collaboration with colleagues to accurately report on Digital Fundraising activity, including performance and financial reporting.
- Focus on maximising return on investment at all times, and proactively plan to enhance performance as necessary to achieve budgeted income target.
- Feed into forward planning sessions, ensuring all work is aligned with our annual plans and overarching strategy.

Insight, analysis, and data management

- Create data-driven, actionable end of campaign reports to ensure all relevant information is documented and provides insights to improve the programme.
- Work closely with international peers to identify potential audience segments to ensure their experience is optimised to their interests, giving behaviour and values.

General

- Build strong relationships with key internal and external stakeholders – for example our marketing communications staff, Germany office, and external suppliers - continually looking for new opportunities for partnerships that provide new opportunities to tell ClientEarth's story.
- Keep up to date with the sector developments in individual giving and digital fundraising to ensure ClientEarth is at the forefront of fundraising developments in Germany.
- Maintain an up-to-date knowledge of current fundraising legislation, best practice and industry standards and adhere to all relevant regulation in Germany. Work with the Head of Digital Fundraising to ensure all fundraising and marketing is ethical, effective and supporter-centric.
- Undertake any other additional tasks as requested by the Head of Digital Fundraising.

Experience and knowledge

- A strong track record in, and passion for, digital marketing and/or individual giving and communications (essential)
- Experience managing paid and owned marketing channels including social media, email marketing etc. (essential)
- Experience developing engaging content centred on donor engagement and acquisition. (essential)
- Experience managing competing deadlines and managing multiple tasks and priorities in a busy fundraising/marketing environment. (essential)
- Good knowledge of using content management systems, Google Analytics, Microsoft Office applications. (essential)
- An interest in environmental issues. (essential)
- Experience using fundraising databases and internal information management systems (e.g. Raiser's Edge, SharePoint). (desirable)

Key Competencies

- Fluent (CEFR level C2) in English and German. (essential)
- Confident user of digital marketing tools including Facebook Business Manager + Google Ads as well as email marketing platforms such as MailChimp or equivalent. (essential)
- Excellent copywriting and editing skills and a proven ability to create content, and tailor content to specific audiences. (essential)
- Highly numerate with excellent data analysis and interpretation skills. (essential)
- Excellent organisational skills and efficient management and prioritisation of multiple tasks and deadlines. (essential)
- Excellent writing, editing and verbal communication skills. (essential)
- Excellent interpersonal and teamwork skills, with ability to foster positive working relationships with diverse internal and external stakeholders. (essential)
- Highly creative and solutions-oriented. (essential)
- Ability to respond to competing deadlines and manage multiple tasks and priorities within a working environment. (essential)
- Organised, reliable, self-motivated. (essential)
- Ability to understand and analyse budgets and financial information thoroughly. (essential)
- IT skills (able to use MS Office, teleconferencing (Teams, Zoom) etc). (essential)
- Commitment to ClientEarth's vision, mission, values, and a working style that reflects these. (essential)
- Comfortable with remote or matrix management and working in a global organisation. (essential)



How to apply

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 English and in strict confidence by email only to Zoe Oldham zoeoldham@darylupsall.com. Please ensure that they are sent as pdf documents with the titles “your name cover letter” and “your name CV” Please put “ClientEarth – Senior Digital Fundraising Officer” in the email subject line. Also please let us know where you saw the post advertised.

The deadline for applications is Sunday 19th June 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.