

# Associate Director, Global Donor Experience & Engagement



<b>Department:</b>	Global Fundraising & Engagement
<b>Reviewing Manager:</b>	Global Director Fundraising & Engagement
<b>Job Type:</b>	Permanent; Full-time
<b>Location:</b>	Godalming, UK (Flexible hybrid working pattern 2 days pw in the office: Tue & Thu)

[Compassion in World Farming International](#) is a leading global organisation working to end factory farming. Founded in 1967 by British farmer Peter Roberts, we've spent over 50 years driving change, successfully campaigning to ban cruel practices such as barren battery cages, veal crates, and sow stalls across the UK and Europe.

Our work combines advocacy, campaigning, and collaboration with policymakers and businesses to promote animal welfare and sustainable food systems. We envision a future where animals are treated with compassion, and farming supports both people and the planet. To learn more about our mission, culture, and opportunities, please explore our [Candidate Pack](#), and [Careers Page](#).

## Part 1: Job Summary

### 1. Overall objective(s) of the post

The purpose of this role is to help [Compassion in World Farming](#) to end factory farming. This role will contribute by leading the development of our brand, fundraising narratives, high-impact communications & digital media, donor & fundraising-related events, and stewardship strategy across digital and offline channels, ensuring a consistent and powerful donor experience at every touchpoint.

This is a new role and a member of the Fundraising Senior Management Team (SMT). We are seeking a strategic partner with significant experience of shaping and leading a new function, with the focus and energy to make an early impact by enabling our fundraising teams to strengthen donor relationships, increase engagement and create the conditions for sustainable and transformational income growth.

Working closely with Philanthropy, Individual Giving and Legacy Marketing, the Associate Director, Global Donor Experience & Engagement will translate organisational strategy into persuasive cases for support, engaging content, memorable donor events and excellent stewardship that motivates action, long-term loyalty and value. They will enable our Global Fundraising & Engagement team of over 50 colleagues to deliver the very best donor and supporter experience and play a key role in the development and profile of our organisational brand strategy, leveraging our Patrons and other high-profile supporters to increase impact for fundraising.

## 2. Position in organisation

- Reports to: Global Director of Fundraising & Engagement
- Works closely with: The Fundraising & Engagement directorate, including Philanthropy, Individual Giving, Digital, Data & Performance; and Communications (Campaigns & Food Business teams), CEO Office, and with external suppliers and partners to deliver integrated fundraising communications, events and engagement activity.
- Direct reports include: You will lead a newly formed small team consisting of experienced staff in Brand & Production, Fundraising Copywriting, Digital Media and Events.

## 3. Scope of job (These are expanded on in Section 6)

### Strategic leadership & planning:

- As a member of the Fundraising Senior Management Team to lead and develop CIWF's global fundraising engagement strategy, ensuring alignment with organisational objectives and fundraising priorities.

### Supporter engagement, stewardship & events:

- **Supporter engagement & stewardship:** Responsibility for developing our overarching organisational narrative and cases for support, stewardship strategy, key donor communications and engagement planning across key audiences, including copywriting for our global individual giving audiences. Also responsible for ensuring our website content strategy enables online engagement for our key supporter and donor audiences.
- **Events:** Develop and lead our donor & prospect engagement events strategy and involvement in other CIWF and external events, working closely with the SMT and delivered by our Global High-Value Events Manager, to build meaningful relationships with key audiences and leverage fundraising opportunities.

### Brand, propositions & content:

- **Print and digital media:** Oversee briefing, scheduling, copywriting, and production of fundraising comms, key printed materials, digital film and related content for fundraising and the wider organisation.
- **Brand & propositions:** Oversight of CIWF brand, working closely with Global Director of Fundraising & Engagement, ensuring activity is consistent, compelling, values-led and aligned with CIWF's brand and case for support.

### Leadership & collaboration:

- **Team leadership:** Lead a new team of five experienced staff to strengthen donor engagement and experience through more integrated, audience-appropriate and compelling narratives, communications, brand profile and events.

- **People management:** Development and performance management of relevant fundraising engagement resources and direct reports within our agreed systems and processes.

### Data, insight & performance:

- **Audience insight & growth:** Use of insight to improve supporter experience, deepen relationships and identify opportunities to grow new and existing audiences and funding streams.
- **Planning & performance:** Oversight of planning, reporting and evaluation for fundraising engagement & donor experience activity, with clear measures of success and continuous improvement, working closely with the Data & Performance team.

### Operational & cross-organisational collaboration:

- **Budget & resources:** Management of delegated budgets and relevant agencies, suppliers or specialist partners.
- **Cross-organisational collaboration:** Partnership working with colleagues across Fundraising, Programmes, CEO Office and international teams to deliver high-quality integrated supporter engagement, stewardship and events that support income growth.

## 4. Dimensions & limits of authority

- Manages delegated budgets for fundraising communications, brand and events activity; may authorise spend within agreed limits
- Leads and manages staff within the team, including performance and development actions in line with CIWF policy
- Appoints and manages external agencies and suppliers relevant to the role's remit
- Sets priorities and approves plans within the scope of the role
- Provides strategic recommendations to senior leadership on fundraising communications, engagement, brand and events

## 5. Person specification

Proven ability, qualifications & training	E - Essential D - Desirable
Senior-level experience in fundraising communications, donor engagement, events or supporter experience within a charity or not-for-profit setting	E
Proven track record of delivering effective fundraising communications, appeals or campaigns that support income growth	E
Experience developing persuasive cases for support, donor propositions or supporter communications that translate organisational strategy into compelling fundraising narratives	E

Experience of managing integrated engagement activity, such as communications, campaigns and events, in an international context	E
Strong understanding of donor stewardship, supporter journeys, retention and long-term relationship building	E
Experience of line managing and developing staff within a fundraising or communications function	E
Experience managing budgets and external agencies/suppliers	E
Excellent written and verbal communication skills, with the ability to convey complex issues clearly and persuasively	E
Strong strategic thinking skills, with the ability to balance planning and delivery	E
Ability to act as a credible strategic partner to senior colleagues, influencing across fundraising, communications and wider organisational teams	E
Relevant professional qualification in fundraising, communications, events, marketing, or equivalent experience	D
Demonstrable commitment to CIWF's mission, values and ethical approach to fundraising and partnerships	E
Senior-level experience in fundraising communications, donor engagement, events or supporter experience within a charity or not-for-profit setting	E
<b>Skills, knowledge and attributes</b>	<b>E - Essential D - Desirable</b>
Strong understanding of fundraising communications and how communications drives income	E
Strong understanding of brand and how it applies to fundraising, with experience ensuring consistency, tone and values across an organisation	E
Experience of developing and using donor and other events and engagement activity to deepen supporter relationships and support income generation	E
Excellent editorial, copywriting and storytelling skills, with strong audience awareness, creativity and attention to detail	E

Sound knowledge of campaign planning, supporter journeys and engagement across multiple channels	E
Proven experience working with digital channels, including email, web, website content strategy and social media, to engage supporters and improve performance	E
Experience of digital media/film creative briefing (at least as client if not managing production)	D
Ability to use data and insight to shape communications, engagement and performance improvement	E
Ability to evaluate and improve fundraising content, donor communications and digital engagement using insight, feedback and performance measures	E
Ability to create and maintain strong, consistent and differentiated fundraising narratives that support donor engagement, retention and lifetime value	E
Strong organisational and project management skills, with the ability to manage multiple priorities	E
Confident relationship-builder, able to work collaboratively across teams and with external partners	E
Strategic mindset combined with a hands-on, delivery-focused approach	E
Knowledge of fundraising-related events as an engagement and income-generation tool	E
Understanding of the INGO or campaigning environment	D

## Part 2: Duties and Key Responsibilities

### 6. Primary responsibilities

Essential duties and responsibilities include the following: Other duties may be assigned.

**Strategic leadership & planning**

**25%**

- Lead the development of CIWF's global fundraising engagement strategy, ensuring alignment with organisational priorities and income growth ambitions.
- Strengthen the global donor experience through the creation of compelling narratives, communications and events.
- Shape clear objectives, plans and success measures for donor engagement, stewardship and donor experience activity, working closely to meet the needs of the income generation teams (Philanthropy, Individual Giving and Legacy Marketing).
- Provide strategic advice to senior colleagues on how engagement can strengthen supporter relationships and sustainable income.
- Play a key role on our Communications & Brand Steering Group, working closely with the Global Director of Fundraising & Engagement.

**Supporter engagement, stewardship & events**

**25%**

- Lead our events strategy and oversee delivery of our donor events, as well as leveraging other internal / external events & conferences for fundraising growth.
- Maximise cultivation and stewardship approaches and engagement touchpoints across priority audiences through strong cases for support and a personalised and consistent experience.
- Leverage organisational initiatives for fundraising benefit (e.g. 60th anniversary in 2027)
- Collaborate on the development of compelling donor and supporter propositions and communications that deepen relationships and increase long-term value.
- Leverage our Patrons and other high-profile supporters for fundraising benefit.
- Ensure events and other engagement opportunities are used strategically to support stewardship, cultivation and fundraising outcomes where relevant.

**Brand, propositions & content**

**20%**

- Ensure fundraising engagement activity is audience-led, on-brand and rooted in CIWF's values, mission and case for support.
- Develop digital and social media strategies for fundraising impact.

- Oversee the development of content and messaging that communicates impact clearly and inspires continued support, including copywriting to meet the needs of our global individual giving programme.
- Work with colleagues to ensure propositions and engagement materials are tailored to audience need and market opportunity.
- Develop a brand strategy with increased impact for fundraising.

**Leadership & collaboration**

**15%**

- Lead, motivate and develop team members and relevant resources, fostering a collaborative and high-performing culture.
- Work closely across fundraising, and with programmes and international colleagues to embed supporter engagement across plans and delivery.
- Manage relationships with agencies, suppliers and other partners where needed to deliver high-quality engagement activity.

**Data, insight & performance**

**10%**

- Use insight, data and evaluation to improve engagement performance, donor experience and return on investment, working closely with our fundraising teams.
- Monitor progress against plans, budgets and KPIs, identifying opportunities for continuous improvement.
- Lead on fundraising audience insights, ensuring robust planning, reporting and governance processes are in place across the function.

**Operational & cross-organisational collaboration**

**5%**

- Contribute to cross-organisational and international working groups to support joined-up planning and delivery.
- Ensure processes, systems and ways of working support excellent supporter engagement and effective team delivery.
- Represent the function internally and externally as appropriate, promoting CIWF's mission and fundraising priorities.

## 7. CIWF Values:

### Core Values:

- Treats people with dignity & respect
- Maintains high ethical standards
- Demonstrates commitment to Compassion in World Farming's mission and goals.

## 8. Additional Tasks:

To assist with other departmental duties where necessary, as listed below:

- Travelling internationally, as needed to fulfil your role.
- Sharing knowledge through formal and informal training sessions with staff and key stakeholders.
- Occasionally working outside standard office hours, in line with organisational procedures and requirements.
- Ensuring the health and safety of yourself and others in the workplace.
- Acting in accordance with Compassion in World Farming’s Ethical Policy.
- Complying with data protection legislation and internal policies on privacy and information security.
- Delivering training on your areas of expertise when requested by your line manager or senior leadership.
- Undertaking other duties appropriate to your role, as required by your line manager.
- Actively promoting and supporting equality, inclusion, and diversity across the organisation.

Signature of Employee ..... Date .....