

# JOB DESCRIPTION

**Job title:** Individual Giving Officer

**Job family:** Purpose and Fundraising

## Job Family Definition

The Development, Nature & Communities Team drives nature recovery, regenerative sustainability, social recovery, and sustainable funding at Eden Project. Rooted in the principles of nature recovery and people's well-being, the team delivers impactful programmes such as the National Wildflower Centre and Wildflower Bank, creating biodiverse habitats, and Nature Connections, fostering engagement with the natural world for health and development. Through The Big Lunch & community initiatives, they strengthen social bonds while embedding planet-positive action at scale. The team support and demonstrate Eden's regenerative sustainability ethos and positive transformation. By integrating fundraising and natural capital investment, the team ensures long-term sustainability for the Eden Project to demonstrate and inspire positive change.

## Role Purpose

The job holder will deliver a range of Individual Giving activities, including ad hoc and regular donors, appeals, on-site fundraising, celebrative giving, donor cultivation events, legacies and any other appropriate fundraising. It will involve working with Eden team members to achieve effective fundraising delivery, as well as building excellent relationships with Eden's existing donors and future prospects. Key responsibilities will include provision of excellent donor stewardship and the implementation of an engaging supporter journey.

## Key Accountabilities

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| 1. | Use a CRM database to create, look up and maintain supporter records. Process financial transactions accurately, setting up Direct Debits and taking credit/debit card, CAF, BACS and cheque payments, and recording Gift Aid declarations. Support the improvement of CRM processes, ensuring appropriate data is recorded and analysed to help support fundraising activity.                         |
| 2. | Recruit new donors and encourage high levels of retention through excellent donor stewardship and an engaging supporter journey through digital, print, telephone, face-to-face meetings and donor cultivation events. This will require close working with the events, interpretation, graphics and marketing teams to create, coordinate and deliver high-quality fundraising materials and content. |
| 3. | Collaborate with the membership and marketing teams to ensure seamless supporter journeys and effective cross-pollination of giving methods and digital fundraising.                                                                                                                                                                                                                                   |
| 4. | Administer and deliver a wide range of Individual Giving products: ad hoc and regular donors, Patrons, cash and contactless on-site fundraising, celebrative and commemorative giving, events and legacies.                                                                                                                                                                                            |

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| 5. | Develop the range of Individual Giving activities, increasing the profitability and profile of the existing schemes as well as identifying new opportunities to launch. This will include close working with other Eden team members as well as external agencies and suppliers. |
| 6. | Carry out other tasks which may be reasonably requested by the Individual Giving Manager.                                                                                                                                                                                        |

### **Demands of the role**

#### **Education & qualifications**

Educated to a minimum of 'A' level or equivalent. A fundraising apprenticeship or degree in a related field is desirable, as is professional membership of the Chartered Institute of Fundraising.

#### **Knowledge & skills**

At least two years' experience of working in the charitable sector or marketing industry, preferably within a fundraising role, although transferable skills gained through customer service, writing, or research roles will also be considered. This role requires excellent communication skills, with experience of writing and developing accessible and engaging multi-channel content to elicit action. Strong numeracy skills will be required as the role will involve the processing and acknowledgement of donations. The post holder will ideally have experience of working with a CRM system and Microsoft Excel to export data, segment audiences and analyse trends. Developing and maintaining a good understanding of the legal, regulatory and ethical environment of fundraising including Data Protection and Gift Aid is also essential.

#### **Decision-making**

Most decision making will be based on knowledge of the role and specific demands of what is expected to be achieved through individual giving fundraising activities. Reports to line manager on a regular basis, however autonomy and initiative when working is expected so that the post holder can resolve complex enquiries or complaints before they need to be escalated. Works largely to short- and medium-term objectives where professional judgment will be required. A high level of personal organisation and ability to prioritise a diverse workload while maintaining excellent attention to detail is essential, as is the ability to work on own initiative to deliver agreed objectives.

#### **Resourcefulness**

Works within evolving processes and procedures with the need for adaptive thinking, innovation and creativity required as new methods of donor acquisition are tested. Reactive problem-solving will be a feature of the role with a need for creativity to adapt to changes in legislation, fundraising code of conduct and budget. This will require the post-holder to stay ahead of the changes within the sector and make informed decisions on how Eden may need to adapt its communications and strategy. The post holder will take a proactive approach to their work, closely supported by the Individual Giving Manager to continuously develop and improve methods.

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| <b>People &amp; asset management</b>          | Shared responsibility for the confidential and accurate processing of personal data and financial transactions so discretion is required. No direct line management required.                                                                                                                                                 |
| <b>Communication &amp; visitor experience</b> | The job holder will require highly developed communication and interpersonal skills, including excellent written and verbal skills that can be deployed across a range of situations and platforms and are carefully tailored to the audience or situation. Requires tact, diplomacy and strong relationship building skills. |
| <b>Operational environment</b>                | The post holder will mostly work normal office hours through hybrid office and home working, but some travel may be required to attend meetings and conferences. There will be occasional attendance at evening and weekend events for donors and supporters, for which time off in lieu will be provided.                    |
| <b>Additional features</b>                    | Excellent communication skills and attention to detail, along with the ability to work independently and adaptively to meet agreed objectives.                                                                                                                                                                                |