

# Senior Global Donor Development Manager (Maternity Cover)

<b>Department:</b>	Global Individual Giving - Global Fundraising
<b>Reviewing Manager:</b>	Director of Global Individual Giving
<b>Job Type:</b>	Fixed-term (End of August 2026 – May 2027); Full-time
<b>Location:</b>	Godalming, UK (hybrid working pattern 2x days in the office: Team days Tuesdays & Thursdays)

[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 coordinating and shaping our individual giving global donor development and retention programs across our fundraising markets. The post holder is responsible for delivering our strategy to retain, inspire and develop tens of thousands of donors worldwide.

This role will also manage the work of two staff to design and implement inspiring, world class donor fundraising content and supporter journeys that will help all of our markets achieve year-on-year income growth.

### 2. Position in organisation

- A senior role within the Global Individual Giving HQ leadership team - responsible for shaping donor development strategy worldwide.
- Reporting into the Director of Global Individual Giving.
- Manages two staff.
- Works in close collaboration with the HQ Individual Giving, Digital, CRM and Campaigns teams.
- Works closely to coordinate and provide support to national donor development and retention programmes in key markets such as USA, France, UK, Italy, Netherlands, Poland, and Spain.
- This role is part of the Global Fundraising Team of over 50 staff, consisting of Philanthropy, Individual Giving, Legacies, Digital, CRM database, and Brand & Production teams based in the UK (HQ) and 6 country markets in the EU and USA.

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

- Global donor development and retention strategy
- Oversight and guidance of donor development in key markets

- Donor content and user journey strategy
- Management of the Global / HQ donor development and retention team

#### 4. Dimensions & limits of authority

- Responsible for programme to deliver global donor development, conversion and retention targets and growing income across multiple countries
- Making recommendations and shaping investment on global donor development budgets (c. £750k non staff spend per annum)
- Key point of contact between Compassion in World Farming and key suppliers (creative, copy design etc.).

#### 5. Person specification

<b>Proven ability, qualifications &amp; training</b>	<b>E - Essential D - Desirable</b>
Expert in Individual Giving fundraising.	E
Proven ability in online donor conversion and supporter relationship fundraising.	E
Able to demonstrate experience in using social media and email communication to engage supporters and maximise lifetime value and ROI.	E
Proven skills in marketing analytics, targeting and segmentation.	E
Experience of leading, delivering and evaluating large-scale projects, including stakeholder management at senior level.	E
Experience of line management and directing the work of team members.	E
Proven budgeting and financial management skills.	E
A passion for/track record in, and deep understanding of digital fundraising and engagement techniques (particularly via email and social media)	E
Fluency in other major European languages would be an advantage (for example French, Spanish, Italian, German, Dutch or Polish).	D
Understanding and ability in marketing communications with relation to movement building or campaign activism	D
Creative aptitude with an understanding of the principles of good design.	D
<b>Skills, knowledge and attributes</b>	<b>E - Essential D - Desirable</b>
An excellent and clear communicator.	E
An analytical and questioning mind.	E
Experience of leading, delivering and evaluating new large scale projects. You will enjoy identifying opportunities with the drive to take them forward to test and learn. As a confident communicator, you will be comfortable managing stakeholders particularly at a senior level across the organisation, proactively building relationships to secure the successful delivery of projects.	E
Seeks continuous improvement in the team's performance and ensures the team adapts to the different needs of the organisation and its other stakeholders.	E
Demonstrate proven project management and sector leading analytical skills in order to deliver challenging income and engagement results to an agreed return of investment.	E

Deep understanding of digital fundraising and engagement techniques, particularly email and social media.	E
Able to work across multiple countries and cultures to drive income growth and inspire others.	E
Makes timely decisions (prepared to seize the moment) and perseveres with difficult, awkward or unpopular decisions to achieve agreed objectives.	E
Able to pioneer new ideas, adapt processes and create innovative solutions across multiple countries.	E
A well organised and methodical approach.	E

## Part 2: Duties and Key Responsibilities

### 5. Primary responsibilities

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

<b>Global donor development and retention strategy</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Deliver the global individual giving donor development and retention strategy.</li> <li>• Develop and support Compassion's ability to pilot and roll out donor engagement, development and retention strategies across multiple markets.</li> <li>• Drive continuous testing and learning across the programme.</li> </ul>	
<b>Oversight and guidance of donor development in key markets</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Work closely with local staff to direct, mentor, develop and improve local donor development and retention programmes.</li> <li>• Support and develop national programmes and staff to ensure all offices meet challenging donor growth and income targets.</li> </ul>	
<b>Donor content and user journey strategy</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>• Identify and prioritise key audiences for targeting and testing worldwide.</li> <li>• Produce donor development and retention journeys.</li> <li>• Oversee the development of creative content and tactics to inspire supporters and help end factory farming.</li> </ul>	
<b>Management of the Global / HQ donor development and retention team</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>• Directly or functionally brief in and manage the workload of a team of two staff to ensure exceptional and timely project delivery.</li> <li>• Provide mentoring and coaching to support the work of the team.</li> <li>• Project manage and ensure that the team meets goals and provides reliable, timely and efficient support for key fundraising markets.</li> </ul>	

### 6. CIWF Values:

Core Values:

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

### 7. 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 .....