Global Fundraising Content Co-ordinator

Department:	Fundraising & Engagement - Global Individual Giving
Reviewing Manager:	Director of Global Individual Giving
Job Type:	Permanent - Full-time
Location:	Godalming, Surrey - HQ. Hybrid working pattern 2x days per week in the office: 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 by developing and implementing inspiring, world-class donor fundraising and engagement content to help our markets achieve ambitious income targets, which will fund Compassion's vital work.

The post holder will create and co-ordinate compelling and powerful content that helps recruit, retain, inspire and develop tens of thousands of donors worldwide over the coming five years.

2. Position in organisation

- Reports to the Associate Director, Global Donor Experience & Engagement
- Works in close collaboration with the HQ Global Individual Giving, Customer Relationship Management, Digital and local market fundraising teams.
- This role is part of the Global Fundraising Team, consisting of Philanthropy, Individual Giving, Legacies, Digital, CRM database, and Brand & Production teams based in the UK and country markets in the EU and USA.

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

- Core brand content development, storytelling and content production for Global Fundraising Teams.
- Storytelling and content production for integrated campaigns.
- Content creation for English language local markets.
- KPI performance tracking and optimisation.

4. Dimensions & limits of authority

- Responsible for developing and producing fundraising content ready to be localised by fundraising markets.
- Responsible for maintaining consistent brand storytelling and content standards across multi-channel communications.
- Works independently and collaboratively to deliver creative content to tight deadlines and changing priorities.
- Provides content, copywriting and storytelling expertise to colleagues and local markets as required.

5. Person specification

Proven ability, qualifications & training	**E - Essential D - Desirable**
Previous professional copywriting / UX writing experience.	**E**
Demonstrable experience of producing compelling brand, fundraising, donor or supporter communications across digital and print channels.	**E**
Experience of developing propositions, concepts and campaign narratives for fundraising or campaigning activity.	**E**
Experience of working with campaigning NGOs, charities or mission-led organisations.	**E**
Proven experience of creating content for multiple audiences and channels, such as email, social media, landing pages, donation pages and stewardship communications.	**E**
Bachelor's or master's degree in marketing, communications or related field.	**D**
Experience or training in visual storytelling, design briefing, photo / video editing tools or content production platforms.	**D**
Skills, knowledge and attributes	**E - Essential D - Desirable**
Expert storytelling ability, with the ability to turn complex issues into clear, compelling and emotionally engaging content.	**E**
Excellent creative eye, with the ability to quickly and effectively source emotive, relevant, and impactful imagery that supports and strengthens our fundraising objectives	**E**
Native-level English speaker with excellent presentation skills.	**E**
Excellent writing skills: able to produce compelling, persuasive, concise copy and content for a range of digital channels and audiences.	**E**
Innovative and creative mindset, eager to find novel approaches to multimedia storytelling.	**E**
Excellent proofreading skills and attention to detail.	**E**
Excellent time management and prioritisation skills: able to work under pressure, meet tight deadlines and adapt priorities at short notice.	**E**
Team player with a positive attitude and creative flair who works well in a team but can also work independently.	**E**
Personal motivation that inspires energy and commitment throughout the team.	**E**
A genuine interest in animal welfare and environmental issues.	**E**
Design visualisation.	**D**
Fluency in other major European languages would be an advantage, such as French, Spanish, Italian, German, Dutch or Polish.	**D**

Part 2: Duties and Key Responsibilities

6. Primary responsibilities

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

Core brand content development, storytelling and content production for Global Fundraising Teams. *50%*

- Create evergreen e-appeals, emails, social media posts, website modules, donation pages, lead generation content, landing pages and thank you journeys.
- Produce donor stewardship, supporter engagement, donor development, retention and awareness content as required.
- Develop and produce core brand, storytelling and fundraising content ready to be localised by fundraising markets, supporting growth income targets.
- Research, source and select compelling, emotive and relevant imagery to support fundraising communications, ensuring all imagery aligns with organisational brand guidelines and maintains a consistent visual identity.

Storytelling and content production for integrated campaigns *30%*

- Develop inspiring storytelling, fundraising and campaign content for integrated campaigns, ready to be localised by fundraisers and campaigners.
- Create content to inspire our movement to donate and help end factory farming, including e-appeals, social posts, website modules, donation pages and acquisition content.
- Support campaign content when capacity is needed, including petition emails, landing pages, web news and thank you emails.

Content creation for English language local markets *15%*

- Create and edit Farm Animal Voice content for the UK stewardship magazine.
- Copywriter e-appeals and postal mail appeals for local fundraising campaigns.
- Produce digital content and e-newsletter content for English language local markets.

KPI performance tracking and optimisation *5%*

- Monitor agreed objectives with the line manager on a regular basis and review outcomes for learning and optimisation.

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.
- 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 ……