



Senior Global Mid-Level Giving Manager

Department:	Global Fundraising
Reviewing Manager:	Global Head of Major Donors
Job Type:	Permanent; Full-time
Location:	CIWF HQ: Godalming, Surrey, UK (Hybrid 2 days per week in the office)

[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

This is a pivotal role responsible for leading the growth and development of Compassion's global mid-level giving programme, the Circle of Compassion. We are looking for an accomplished and motivated Global Senior Mid-Level Giving Manager to shape and lead the programme's strategic direction, driving significant income growth while strengthening donor engagement and retention. Initially focused on the UK and US, you will oversee the expansion of the programme in key European markets, working collaboratively and adapting approaches to maximise impact across different audiences.

As the primary point of contact and relationship manager for Circle members in the UK with oversight globally, you will provide exceptional stewardship to support their continued giving at the Circle level and beyond. Your leadership will be key in cultivating and strengthening relationships with existing donors, while using data insights to guide decision-making and growth in mid-level giving. Working collaboratively with multiple internal stakeholders, you will provide leadership and direction to ensure the mid-level programme is fully integrated within Compassion's wider fundraising growth strategy.

2. Position in organisation

- **Reports to:** Global Head of Major Donors
- **Key relationships:** Develops strong and effective working relationships with the Global Philanthropy, Global Individual Giving, Digital and CRM teams. Be comfortable engaging with senior colleagues, donors and external stakeholders.
- **Team role:** This role is part of the Global Fundraising Directorate of over 50 staff, consisting of Philanthropy, Individual Giving, Legacies, Digital, CRM and Brand teams, based internationally, primarily in the UK HQ and our six other fundraising markets in the USA and Europe.

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

- **Income Target Achievement:** Responsible for delivering both personal and joint team income targets, focusing on building and growing a strong pipeline of new prospects.
- **Circle of Compassion Management:** Own and drive the strategic development and growth of the Circle of Compassion programme globally (£/\$/€1k to 10k), delivering ambitious income targets and expanding into new markets.
- **Global Programme Growth:** Lead the rollout of the mid-level programme in priority European markets, adapting to local contexts while maintaining a strong global framework.
- **Stewardship:** Deliver exceptional stewardship to Circle of Compassion donors, ensuring long-term meaningful engagement and increased giving through a well-planned and executed stewardship plan.
- **Campaign Development:** Collaborate with Digital and Brand on creative, impactful fundraising campaigns to inspire new and repeat gifts, driving growth in Circle income.
- **Donor Acquisition:** Develop targeted strategies to recruit new mid-level donors and expand the donor pipeline across UK, US and European markets.
- **Reporting and Analysis:** Use data, insight and CRM systems to monitor performance, identify opportunities, and optimise donor journeys and income.
- **Budget Management:** Maintain oversight of the budget for mid-level giving and events, ensuring resources are efficiently allocated.
- **Innovation:** Integrate new fundraising technologies and trends to improve engagement and income generation.
- **Team Contribution:** Work collaboratively with colleagues to support the overall success of the Global Philanthropy team.

4. Dimensions & limits of authority

- Responsible for meeting personal and team income targets.
- Makes decisions on donor engagement and stewardship strategies.
- Ensures accurate data entry and reporting of donor activities in Salesforce.

5. Person specification

Proven ability, qualifications & training	E - Essential D - Desirable
Proven experience in mid-level (£1k+), major donor or high-value fundraising.	E
Experience leading or scaling a fundraising programme with clear income growth.	E
Strong written and oral communication skills, with the ability to craft compelling narratives that resonate with diverse donor groups.	E
Proficiency with Microsoft Office Suite and CRM systems, such as Salesforce or equivalent, with knowledge of using data and insight to inform decision-making and drive income growth.	E
Understanding of GDPR, data protection and fundraising codes of practice, ensuring compliance across all activities.	E
Experience working within an international charitable organisation, with a focus on global fundraising and donor engagement.	D

Experience working in international fundraising environments with cross-market collaboration.	D
Fluency in a European language, such as French, Dutch or Italian.	D
Skills, knowledge and attributes	E - Essential D - Desirable
Exceptional interpersonal skills, with the ability to build and maintain strong relationships with donors, colleagues and external stakeholders.	E
High level of accuracy, attention to detail and commitment to excellence in communications and donor stewardship.	E
Proactive, positive and adaptable attitude, with the ability to manage multiple tasks in a fast-paced international environment.	E
Strong creative and strategic thinking skills, with the ability to design innovative donor engagement initiatives to attract new and repeat donors.	E
Collaborative approach and demonstrable commitment to team success, supporting both personal and team fundraising targets.	E
Deep passion for Compassion in World Farming's mission and the ability to communicate this enthusiasm to inspire support.	E
Excellent time management, organisational and prioritisation skills, with the ability to juggle competing demands and meet tight deadlines.	E
Experience of developing fundraising strategies for mid-level or major donors, including identifying prospects and expanding donor pipelines.	E
Ability to work independently while collaborating effectively as part of a global team and managing relationships with multiple international offices.	E
Familiarity with digital fundraising tools and platforms to engage and cultivate donors, including webinars and virtual events.	D

Part 2: Duties and Key Responsibilities

6. Primary responsibilities

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

Leading on Global Mid-Level strategy and growth

50%

- Lead and drive the strategic development of the Circle of Compassion programme globally, delivering ambitious income growth.
- Develop mid-level giving strategies for key markets to support Compassion's international growth, adapting tactics for different cultural and market needs.
- Provide exceptional stewardship to mid-level donors, ensuring long-term engagement and increased giving.
- Personalise acknowledgements and stewardship communications to Circle of Compassion donors across English-speaking markets and assist with coordination for non-English markets.
- Develop and write compelling stewardship materials, including e-newsletters and donor updates, to enhance donor engagement.
- Collaborate with the Individual Giving team to ensure a cohesive global stewardship and growth strategy for Circle donors, covering event invitations, holiday cards and other member benefits.

- Contribute to content development for key stewardship documents, including the Global Impact Report and Farm Animal Voice, to ensure relevance to mid-level audiences.
- Identify Circle members with potential to become major donors and work with the Prospect Manager and Head of Major Donors to transition them into major gift portfolios.
- Monitor donor engagement trends, providing proactive outreach and deepening relationships to increase retention and loyalty.
- Regularly update the Circle of Compassion section of the CIWF website and ensure that any changes to the UK site are reflected across global platforms.

Donor acquisition and pipeline development

30%

- Develop and implement targeted strategies to recruit new mid-level donors and expand the donor pipeline.
- Conduct targeted prospect research to identify potential new Circle of Compassion donors, working with the Prospect Manager and Major Gifts teams.
- Ensure robust tracking and reporting of donor acquisition and growth, contributing to team-wide income generation goals.

Process and systems development

15%

- Enhance systems and processes to improve efficiency in donor communications and stewardship, automating reminders and engagement touchpoints where appropriate.
- Maintain up-to-date donor records in Salesforce, ensuring timely, accurate reporting of activities, engagement and financial targets.
- Work with CRM to create accurate data selections and segmentation for communications and events to donors and prospects.
- Use digital email and event tools to manage communications and events.
- Ensure compliance with GDPR and fundraising codes of practice, guaranteeing data security and transparency across all activities.

Team support

5%

- Provide administrative and logistical support to the Global Philanthropy team, including general team activities, donor mailings and campaigns.
- Collaborate with Digital, CRM and Marketing colleagues to enhance donor engagement and integrate new fundraising trends and technologies.

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.

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- 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