



NCVO Workforce Development

Voluntary sector career case study

Dylan Parkes
Fundraising Officer
Friends of the Earth

The job

- Managing marketing initiatives
- Holding meetings with agencies, campaigners and suppliers
- Co-ordinating projects
- Briefing street fundraisers
- Planning direct mail campaigns

Dylan says

“Friends of the Earth relies on individual donations for over 90% of its income, so it’s vital we actively and effectively market our campaigns to supporters.

“I like seeing a marketing project through to completion and to find that it has raised the funds that are crucial to FOE’s success.

“I know then that I have played my part in ensuring FOE can continue to make the planet a better place for people.”

The challenges

“Co-ordinating the work of the many different external and internal people who may be involved in a marketing project can be frustrating at times, and often quite stressful if something goes wrong.

“It’s important to be flexible and able to adapt to crises effectively.”

Skills needed

- An interest in the cause for which you are raising money
- Good organisational and communication skills
- Numeracy skills to manage budgets
- Creative flair when communicating with the public

Dylan’s CV

Degree in Media

- Temporary work in the commercial and public sectors
- Voluntary work with charities to gain experience of the voluntary sector
- Fundraising Admin Assistant for a medium-sized charity
- Fundraising Admin Assistant for FOE
- Fundraising Officer at FOE

The final say

“I have found the work culture in voluntary organisations to be far warmer and livelier than in other sectors.

“People in this sector tend to be friendly, energetic and committed to the aims of the organisation they are working for. They are usually motivated by factors other than simply making money.”