

JOB DESCRIPTION

Job Title	Digital Fundraising Manager
Grade	SO2 - PO1
Department	Fundraising & Communications
Reports to	Assistant Director of Fundraising: Public Engagement
Job Location	London office
Duration	Permanent
Working Hours	37.5 per week
Salary Band	£33,940 - £37,249

JOB PURPOSE

For almost 40 years, across nearly 50 countries, Action Against Hunger has led the global fight against hunger. We save the lives of children and their families. We are there for them before and after disaster strikes. We enable people to provide for themselves, see their children grow up strong, and build prosperous communities. In 2018, Action Against Hunger reached over 21 million people.

We are looking for an experienced fundraiser and digital engagement specialist to take on this exciting role of Digital Fundraising Manager within our Public Engagement Unit.

You will be comfortable taking responsibility for new projects and to work closely with the Individual Giving, Public Fundraising and the Data and Supporter care teams, to lead on digital acquisition of new supporters. You will lead on the development of our Public Engagement strategic plans for digital donor acquisition to inspire and engage new audiences.

You will have demonstrable experience in setting up digital acquisition campaigns to become sustainable recruitment flows to grow supporter numbers. You will be passionate about digital and have significant experience in one of the following fundraising disciplines: individual giving, mass marketing or community fundraising.

We are looking for a flexible team player with great communication skills who is innovative, detail-orientated and is equally comfortable analysing fundraising data or composing engaging fundraising calls to action. You are comfortable working with a wide range of stakeholders, being collaborative but also able to lead on ideas when necessary.

This is an exciting opportunity to be an important part of a growing fundraising department with ambitious targets. We will actively support your professional and personal development within our fun and dynamic organisation.



KEY DUTIES AND RESPONSIBILITIES

You will project manage the delivery of new digital supporter acquisition products and campaigns in-line with the Public Engagement strategy to engage new audiences.

You will work with all Public Engagement fundraising teams to devise and deliver their digital marketing recruitment plans to grow our base of individual donors and fundraisers while ensuring positive return on investment.

To prepare and monitor annual and longer-term income and expenditure budgets in conjunction with relevant colleagues.

To manage and monitor all paid digital/social advertising for the Public Engagement Unit, setting up tracking and goals for all campaigns.

To lead and manage all aspects external digital agency relationships for supporter recruitment campaigns.

Leading on digital acquisition of new donors and setting up all digital donation mechanisms during emergency appeals

Developing and setting strategic direction for digital engagement

To evaluate and monitor all digital acquisition campaigns and work collaboratively with all relevant Public Engagement teams to analyse results to and make recommendations on future activity.

Working closely and collaboratively with the Communications unit you will lead on making sure our digital user journeys are inspiring, seamless, and tracked from source to completion, and that all of our paid marketing adheres to Action Against Hunger brand guidelines.

You will be a key stakeholder in the sourcing and developing of new digital platforms to ensure we are maximising all conversion opportunities.

To be a point of digital marketing expertise for the organisation and support other units with advice on an ad-hoc basis.

To actively participate in our Action Against Hunger international network to share best practice and test new digital fundraising initiatives.

To oversee calls to action on all of our digital channels and platforms to ensure consistent and effective messaging.

Developing contacts in the digital fundraising sector and wider digital marketing arena to retain up to date knowledge of latest developments and innovations.



DIMENSIONS

Management of an expenditure and income budget

Project management of digital fundraising projects

To work closely with the Assistant Director for Public Engagement during the annual planning process to create a plan that is in line with our strategic vision to grow supporter numbers and maximise income from our fundraising activity.

DECISIONS AND JUDGEMENT

The post holder will have the ability to make decisions regarding expenditure, intern management and project management with approval of the Assistant Director of Fundraising: Public Engagement.

Within Action Against Hunger's procurement guidelines, negotiate terms with suppliers and partners based on pre-approved plan of action and budget.

PERSON SPECIFICATION

Qualifications / education required

- | | |
|-----------|---|
| Essential | <ul style="list-style-type: none">An Undergraduate degree or equivalent experience |
| Desirable | <ul style="list-style-type: none">A qualification in fundraising or digital marketing |

Experience required

- | | |
|-----------|--|
| Essential | <ul style="list-style-type: none">Experience of project managing digital supporter acquisition campaignsExperience of managing an income and expenditure budget |
|-----------|--|



- Demonstrable experience of strategically developing and delivering new digital products to support recruitment
- Experience of lead generation via social networks and petition platforms and developing 2-step digital acquisition campaigns
- Experience of setting up and managing complex PPC, social and display advertising campaigns for acquisition
- Experience of setting up goals and monitoring campaigns in Google Analytics and analysing results to optimise future or ongoing activity
- Experience of setting and monitoring performance against KPIs
- Experience of working well within a team and independently managing specific areas of work
- Demonstrable experience of managing relationships with external agencies and internal stakeholders to deliver a successful project
- Experience of using a database to manage supporter data and analyse fundraising performance

Desirable

- Demonstrable experience of working with digital sponsorship platforms such as Everyday Hero and Just Giving
- Experience of managing supporter conversion activities via email and/telemarketing
- Experience of email platforms such as MailChimp
- Experience of basic web page and e-newsletter design
- Experience of using Drupal CMS
- Experience of following project management methodology
- Experience of acquiring new donors in an INGO charity context

Competencies required

Excellent fundraising skills in a public fundraising discipline or digital marketing
Proficient in all standard digital advertising tools and platforms, including PPC, display and Social media ads.
Ability to analyse data to inform decision making and priorities
Knowledge of fundraising product/proposition development
Setting and monitoring budgets
Ability to work under pressure and manage and prioritise workload
Extremely strong problem solving abilities
Ability to think creatively, innovatively and analytically



Ability to work both independently and in a team
A pro-active, self-motivator who can take the initiative and lead on projects
Results oriented with the ability to analyse and monitor figures and focus on reaching individual and team targets
Excellent written and oral communication skills
Excellent fundraising skills in a public fundraising discipline or digital marketing
Proficient in all standard digital advertising tools and platforms, including PPC, display and Social media ads.
Ability to analyse data to inform decision making and priorities

Competencies desirable

Knowledge and understanding of using the Raiser's Edge database
Knowledge of image manipulation software, specifically Photoshop, for optimising graphics for the web.
Experience of working in a support and consultancy capacity with other teams, helping to plan and deliver against opportunities for digital.
Experience of working with Drupal CMS

Agreed	Matthew White, Director of Fundraising & Communications
Date	06.08.2019
Authorised	Maria Eaton, Director of Human Resources
Reviewed on	06.08.2019