

JOB PROFILE			
Role:	Digital Fundraising Manager	Date profile last reviewed:	20 October 2021
Name:		Reports to:	Head of Individual Giving

1. MAIN SUMMARY OF ROLE:

To develop and deliver the RAF Benevolent Fund's digital fundraising strategy in cooperation with the fundraising teams. To maximise fundraising income and supporter relationships generated through digital activity. The postholder will take the lead on scoping, proposing and implementing digital fundraising campaigns as standalone activity or to support other non-digital fundraising activity with the right message to the right people at the right time. He or she will also have responsibility for managing external agencies and meet income, expenditure and agreed targets.

2. KEY RESPONSIBILITIES:

1. Develop the digital fundraising aspect of the Fund's Fundraising and Digital Strategies
2. Take responsibility for the delivery of all revenue generating digital activity.
3. Be the Fund's expert on digital fundraising and advise the Fund's fundraisers and Communications Team on innovation and best digital fundraising practice.
4. Develop digital confidence for the fundraisers either direct or by recommending reading or training courses.
5. Work with fundraising teams to develop digital-first content to increase digital conversion rates.
6. Create and manage the delivery of a wide range of digital fundraising campaigns in cooperation with the Fund's fundraisers covering community and corporate fundraising, individual fundraising and challenge events. This includes both standalone digital campaigns and integration of digital activity to support and amplify direct mail campaigns.
7. Line manage and develop the Digital Fundraising Assistant and support him or her in meeting their annual objectives.
8. Develop excellent working relationships with the Communications Team to support cross functional working and the sharing of learnings and to ensure opportunities and responses to communications led digital campaigns are maximised in terms of supporter relations and donations.
9. Achieve set targets for supporter recruitment, conversions and income from digital activities and monitor and evaluate income and ROI.
10. Use analytics, user research and audience insight to develop and optimise activity, identifying new target audiences to engage with and drive conversions.

11. Create bespoke supporter journeys for each segment of new supporters.
12. Produce and share regular analytical reports and results measuring campaign performance and impact.
13. Ensure the fundraising pages of the Fund's website are kept up to date with current fundraising activity and maximise the User Experience and drive conversions.
14. Ensure implementation of development to fundraising areas of the website are planned outside of campaign activity, fully tested and monitored post-implementation and communicated in advance.
15. Manage the Google Grant to maximise the income to the fundraising activity featured, ensuring the full portfolio of fundraising is represented as appropriate.
16. Ensure all Fund staff are kept up to date on digital fundraising campaigns when appropriate.
17. Be responsible for effective line management of the Digital Fundraising Assistant.
18. Complete monthly reforecasts and report variances with commentary to the Head of Individual Giving and Finance Business Partner.
19. Have an understanding of Charity and Data Protection Regulation legislation including but not limited to, Institute of Fundraising, Charity Digital Code, Fundraising Regulator and Charity Commission Guidelines.
20. Keep abreast of digital marketing trends and practice within the third and for-profit sector.
21. Manage contracts and relationship with external agencies and suppliers.
22. Ensure all digital activity reflects the Fund's brand guidelines, aims and objectives.
23. Carry out any other duties within the scope of the role.

3. PERSON SPECIFICATION

COMPETENCIES REQUIRED FOR THE ROLE

Delivering results and meeting stakeholder expectations
Creating and innovating
Analysing
Presenting and communicating information
Working with people
Adapting and responding to change

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic/Professional Qualification(s) or equivalent:

Essential

Desirable

- Educated to degree level or equivalent.

	<ul style="list-style-type: none"> • Membership of the Chartered Institute of Fundraising.
<p>Knowledge/ Experience:</p>	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> • Proven experience in managing digital paid media fundraising activities including the implementation, analysis and management of campaigns. • Excellent understanding of digital marketing principles and best practices. • Experience of delivering display campaigns. • Experience in using all social media platforms. • Proven experience in delivering effective email marketing campaigns with a strong working knowledge of best practice and understanding of email marketing platforms. • Proven experience of using analytics tools (including Google Analytics) to generate income. • Experience of using Adestra, Umbraco, Drupal, WordPress, Google Display Network or the like. • Solid understanding and experience of HTML and Adobe Photoshop and InDesign. • Experience of briefing and working with external agencies. • Experience of using a fundraising database. • Strong knowledge in of SEO • Experience in creating supporter journeys. • Line management experience. • Proficient in the use of MS Office applications. 	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> • Knowledge of online payment gateways. • Experience of promoting national fundraising events. • Experience in managing and promoting lotteries and raffles online. • Experience of using the CARE database • Experience of ecommerce or managing an online shop. • Experience in developing content for different audiences to drive conversion.
<p>Skills/Abilities:</p>	
<p style="text-align: center;"><u>Essential</u></p>	<p style="text-align: center;"><u>Desirable</u></p>

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| <ul style="list-style-type: none"> • Delivering results and meeting customer expectations – working in a systematic, methodical and orderly way. • Excellent oral and written communication skills with a thorough, accurate and excellent attention to detail. • Following instructions and adhering to policies and procedures. • Planning and organising – managing time effectively, meeting deadlines and prioritising workload. • Working with people – working well as part of a team and supporting others. • Writing and reporting – writing clearly and succinctly, in a well-structured and logical way. • Takes initiative, acts with confidence and works under own direction. • Keeps abreast of digital trends and tools. | <ul style="list-style-type: none"> • Strong interpersonal skills, relating well to people at all levels. • Creative flair, with the ability to spot a good story or opportunity. |
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Other Requirements:

- *Travel to other Fund and UK locations (as appropriate).*
- *Such other duties that occasionally arise, which fall within the purpose of the post.*

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date