**digital relationships manager**

**Job Description & Person Specification**

Appointment: Digital Relationships Manager

Responsible to: Head of Supporter Relationships

Hours of Work: Flexible

Location: Risley, Derbyshire

Key Relationships: Departmental heads, departmental staff, volunteers, supporters, marketing team.

**Main Purpose of the Job**

The Digital Relationships Manager’s job is to be our ‘go to’ person for all things digital relationship and fundraising related. They will generate income for Treetops by building strong and lasting relationships with existing and potential supporters online and by implementing digital fundraising tools and platforms.

**Role definition**

**Primary Responsibilities**

The post holder will work closely with departmental colleagues to:

* Ensure digital is embedded in Treetops fundraising strategy
* Have oversight of all digital fundraising related programs and campaigns
* Support and advise colleagues with their digital requirements
* Encourage new supporters and make existing supporters feel highly valued
* Research, launch, evaluate and improve new digital fundraising channels and/or products
* Develop and implement online supporter stewardship, communications and relationship building plans
* Develop digital fundraising relationship related communications including emails and social media posts
* Analyse data and monitor performance to keep activities on track and to increase the effectiveness of fundraising
* Work closely with the Marketing Team to ensure digital activities are deconflicted with their digital profile building and advertising activities
* Be a point of expertise on new digital fundraising techniques and technology, supporting colleagues to develop digital knowledge and skills

**Communication and Relationships**

* Work closely with the Marketing Team, who have overall responsibility for the website and social media platforms and who generate human interest content
* Participate in and contribute as appropriate to team meetings
* Co-operate and liaise with departmental and inter-departmental colleagues
* Develop and lead key cross-team collaborative working groups for the delivery of digital fundraising projects, ensuring members are motivated, clear on roles and responsibilities, and working towards a shared goal
* Build and maintaining excellent ongoing relationships with numerous external digital agencies and suppliers

**Decision-making and Problem-solving**

* Undertake data analysis to assess the performance of activity and apply the findings to influence future plans
* Prioritise the digital fundraising activities to generate most charitable income

**Training and Development**

* Keep up to date with new developments, legalities, codes of conduct and best practice within both digital and the wider fundraising sector
* Take a proactive role in your own continual professional development

**Financial & Physical Resources Responsibility**

* Ensure income generation targets are met

**Responsibility for Information**

* Respect confidentiality regarding all issues related to Treetops business
* Give strategic advice concerning digital activity
* Comply with GDPR and other legal and statutory requirements
* Use the charity’s database to manage all relationships (both individual and organisational), ensuring all records are kept up to date

**Working Conditions**

* Required to provide some out-of-hours coverage for social media
* May be required to work on evenings and at weekends for which time off in lieu will be granted
* Required to work longer working days on occasions

**Physical/Mental Effort**

* Able to drive using a personal car (for which appropriate insurance at own cost must be obtained)
* Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops policies

All employees are required to:

* Comply with health and safety policies, procedures and arrangements for safe working practices
* Promote a positive health and safety culture with safe working practice
* Participate in team meetings to keep up to date with health and safety information
* Discuss any concerns or issues arising from work activities
* Attend health and safety training as directed
* Report any significant risks or issues arising from risk assessments and comply with protective and preventative measures identified
* Ensure that buildings, equipment, goods, substances and vehicles are safely used, maintained and are not damaged
* Report to managers any faulty equipment, hazards or operational difficulties affecting safe systems of working, personal safety or well-being
* Record and report any accidents, incidents, near misses and significant events.
* Take care of their own safety and that of others

**Other**

This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job.

**Review procedures**

There will be an annual review of the post and job contents.

**Key Performance Indicators**

Annual Key Performance Indicators will be defined by the Director of Income Generation and Marketing.

**DIGITAL relationships manager**

**Person Specification**

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| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Knowledge and Experience** | * Degree qualification or equivalent * Proven long term track record of delivering successful digital income generation campaigns and activity in a business or charity * Demonstrable track record of devising and implementing online relationship and/or income generation strategies * Knowledge and demonstrable experience of digital fundraising tools and platforms * Experience of writing digital content * Experience of designing, developing and marketing new online products and of identifying market opportunities * Excellent knowledge of email marketing * Excellent knowledge and experience of running campaigns through social media, predominately Facebook and LinkedIn | * Long term experience in digital marketing or focussed digital income generation * Relevant digital qualification * Knowledge of the hospice sector * Awareness of the work of Treetops * Knowledge of the wider charity environment and hospice environment * Knowledge of Raisers Edge CRM * Knowledge of email platforms * Knowledge of marketing automation * Knowledge of supporter journeys * Experience of digital marketing in the round, including web, PPC, analytics etc. * Skills in any combination of: Salesforce, WordPress, Action Network, Canva, basic HTML/CSS, Facebook business manager, video editing * Digital design skills |
| **Communication and Relationships** | * Able to persuade, motivate and encourage * Excellent written and oral communication skills * Excellent networking skills, ability to develop strong relationships * Proactive, demonstrating a high level of initiative * Able to work as part of a team * Confident to challenge appropriately | * Able to manage relationships with external agencies to ensure work is delivered to a high standard, on time and in budget, and that objectives are met. |
| **Decision Making and Problem Solving** | * Data analysis and evaluation of activity * Able to identify target audiences and appropriate digital channels |  |
| **Responsibility for Information** | * Able to handle sensitive information appropriately |  |
| **Working Conditions** | * Prepared to work, on occasions, on weekends and evenings |  |
| **Physical/**  **Mental Effort** | * Insured for, and able to use own car for business use (when required to use own car for work) * Able to deal with vulnerable and distressed people |  |