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**digital FUNDRAISING manager**

**Job Description & Person Specification**

Appointment: Digital Fundraising Manager

Responsible to: Head of Community Relationships

Hours of Work: 37 hours

Location: Hybrid - A mix of working from home with some office time

Key Relationships: Colleagues in the marketing and income generation team, clinical managers and departmental staff, financial administration, and external agencies such as platform providers

**Main Purpose of the Job**

The Digital Fundraising Manager is our ‘go to’ person for all things relating to digital fundraising (Community Relationships, Lottery and Retail).

As our digital fundraising expert, you will monitor digital fundraising activities in the charity sector and react quickly to genuine opportunities; and guide colleagues how to utilise digital channels for income generation and stewardship.

You will generate income for Treetops by managing and maintaining a range of digital channels including third-party online fundraising platforms, online donation services and our income generation webpages; promote fundraising activities across social media; and deliver digital/hybrid campaigns and events.

Through your digital fundraising, Treetops will reach new audiences and build relationships, so we become their charity of choice.

**Role definition**

**Primary Responsibilities**

The post holder will work closely with departmental colleagues to:

* Ensure digital is embedded in Treetops’ fundraising plans
* Use social media campaigns to promote income generation activities
* Attend fundraising activities to provide real time online coverage
* Update Treetops’ digital fundraising platforms such as Just Giving and Virgin Money
* Set up and fully utilise fundraising platforms such as Raisely and Visufund to support our fundraising activities and motivate supporters
* Pull reports, analyse data and monitor performance to keep activities on track and to increase the effectiveness of fundraising
* Provide advice to supporters on using online fundraising platforms
* Contact people through social media and encourage them to get involved
* Have oversight of all digital fundraising related programmes and campaigns
* Provide digital solutions/alternatives for all aspects of fundraising and event delivery
* Support and advise colleagues with their digital fundraising requirements
* Help write copy for online fundraising and secure digital fundraising collateral
* Encourage new supporters to come onboard
* Research, launch, evaluate and improve new digital fundraising channels and/or products
* Under the direction of the Head of Supporter Relationships:
	+ Develop and implement online supporter stewardship, communications and relationship building plans
	+ Develop digital fundraising relationship related communications including emails and social media posts
* Work closely with the marketing team to ensure digital activities are deconflicted with their digital profile building and advertising activities
* Carry out administration and reporting that is related to the role

**Communication and Relationships**

* As part of the Community Relationships team, work with colleagues to:
	+ agree design, messaging, and marketing channels to increase income from community, in-memory, legacy, events, business, trust and philanthropic fundraising streams
	+ adopt digital communications, identify fundraising platforms, find digital solutions to income generation challenges
	+ plan hybrid/virtual events
* Work collaboratively with the marketing team, who have overall responsibility for the website and social media platforms and who generate human interest content
* Work collaboratively with the Lottery and Retail teams, to support digital initiatives for income generation
* 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
* Co-operate and liaise with departmental and inter-departmental colleagues
* Participate in and contribute as appropriate to team meetings
* Talk to and guide supporters using fundraising platforms
* Build and maintaining excellent ongoing relationships with numerous external digital agencies and suppliers
* Use the charity’s database to manage all supporter relationships ensuring all records are kept up to date

**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 that generate most charitable income
* Solve problems by offering digital solutions

**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
* Stay informed about legalities and codes of conduct in the wider fundraising sector
* Be accountable for the efficient management of both income and expenditure for fundraising products, campaigns, and events

**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**

* As part of the Income Generation Team, you will sometimes have to work on evenings and at weekends for which time off in lieu will be granted
* Required to provide some out-of-hours coverage for social media and digital/hybrid events
* Required to work longer working days on occasions
* Required to work from the office as business needs require and in line with charity guidance.

**Physical/Mental Effort**

Physical

* You will be able to drive using personal car (for which appropriate insurance at own cost must be obtained)
* You may help to set up and down fundraising events and stands

Mental

* Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops’ policies
* Frequently need to concentrate on a particular subject for 1 – 2 hours at a time, e.g., in meetings, when updating platforms and working on budgets
* Able to deal with a lot of interruptions and frequent switching between activities, taking calls, information requests, etc.
* Able to cope in an environment where work is managed by to key performance indicators

**All employees are required to:**

* Comply with health and safety policies, procedures and arrangements for safe working practices

**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 Head of Community Relationships.

**DIGITAL fUNDRAISING manager**

**Person Specification**

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|  | **Essential** | **Desirable** |
| **Knowledge and Experience** | * Demonstrable track record of delivering online fundraising and/or commercial income generation plans
* Knowledge and demonstrable experience of using online donation services and fundraising platforms such as Virgin Money, Just Giving, Stripe, PayPal, Raisely and Visufund
* Excellent knowledge and experience of running campaigns through social media, predominately Facebook. Instagram and LinkedIn
* Experience of writing digital copy and digital design skills
* Knowledge of email marketing
* Experience of digital marketing in the round, including web, PPC, analytics etc.
 | * Experience in digital marketing or focussed digital income generation
* Knowledge of email platforms and marketing automation
* Knowledge of supporter journeys
* Skills in any combination of: Salesforce, WordPress, Action Network, Canva, basic HTML/CSS, Facebook business manager, video editing
* Relevant digital qualification
* Knowledge of Raisers Edge CRM
* Knowledge of the hospice sector
* Awareness of the work of Treetops
* Knowledge of the wider charity environment and hospice environment
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| **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.
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| **Decision Making and Problem Solving** | * Data analysis and evaluation of activity
* Able to identify target audiences and appropriate digital channels
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| **Responsibility for Information**  | * Able to handle sensitive information appropriately
 | * Recent training on data protection and GDPR
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| **Working Conditions** | * Prepared to work on occasions, on weekends and evenings
* Prepared to work as part of the Community Relationships team to attend fundraising activities/events as needed
* Prepared to work from the office, community and at home as business needs require
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| **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
* Able to work efficiently from home and the office environment
* Able to sit at computer for long periods
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