

Digital Marketing Manager – Fundraising Team

Job Description & Person Specification

Appointment:	Digital Marketing Manager – Fundraising Team
Responsible to:	Head of Community Relationships
Hours of Work:	37 hours
Location:	Hybrid - A mix of working from the office and home
Key Relationships:	Colleagues in the marketing and income generation team, clinical managers and departmental staff, financial administration, and external agencies such as platform providers

The Digital Marketing Manager for our fundraising team is our 'go to' person for helping us to raise charitable income online. In this exciting job you'll do lots of different things, like promoting our sponsored events, encouraging people to play our lottery, promoting challenges like skydives and runs, reaching out to local businesses, supporting our shops and much more.

We need you to generate interest organically, so you'll be great at social media and reaching out to local online groups. We have some digital advertising budgets, so you'll take the lead with fundraising ads and other PPC, ensuring they convert. You'll also be the one who develops landing pages or platforms like Justgiving and makes sure the tracking, supporter journey and stewardship is smooth and hassle free.

Here are the more formal details:

Primary Responsibilities

The post holder will work closely with departmental colleagues to:

- Ensure digital is embedded in Treetops' fundraising plans
- Have oversight of all digital fundraising related programmes and campaigns and provide digital solutions/alternatives for all aspects of fundraising and event delivery
- Use social media campaigns to promote income generation activities and contact people through social media and get them involved
- Attend fundraising events to provide real time online coverage
- Update digital fundraising platforms such as Just Giving and provide advice to supporters on using the platforms
- Help write copy for online fundraising and create digital fundraising collateral

•

- Create reports, analyse data and monitor performance to keep activities on track and to increase the effectiveness of fundraising
- Support and advise colleagues with their digital fundraising requirements
- 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

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
- Monitor social media in the evening and at weekends to reply to supporter messages and posts
- 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

Personal Specification

The essentials:

- Track record of delivering online fundraising and/or commercial income generation
- Excellent knowledge and experience of running campaigns through social media, predominately Facebook. Instagram and LinkedIn
- Ability to run social media and PPC advertising campaigns
- Knowledge and experience of using online donation services and fundraising platforms such as Just Giving, Stripe, PayPal, Raisely and Visufund
- 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 of using Google Analytics to ensure conversion (split testing etc)
- Ability to create web landing pages in Wordpress
- Able to drive and use personal car for work (for which appropriate insurance at own cost must be obtained)

The desirables:

- 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