



Job Title:	Digital Fundraiser
Responsible to:	Digital Manager
Hours:	37 hours per week (some weekend and out of hours working may be required). Based at Head Office with the option to adopt hybrid working practices.
Purpose of the role:	<p>To work with colleagues in the Business Development Team, as well as with the wider staff team to drive forward income generation, reach new audiences and engage with a wider supporter basis via the use of digital channels and income platforms.</p> <p>To maintain and optimise the fundraising and marketing elements of the website, working closely with the Digital Manager to ensure that the service element of the work of the Fishermen's Mission is accurately and appropriately represented and enhance the digital reach of the charity .</p> <p>To plan and deliver a simple yet effective Digital Fundraising and Marketing strategy which will achieve agreed targets including income, donor acquisition and event participation.</p>

Job Description

Key responsibilities:

Digital Acquisition

- Working closely with the Business Development team, . To develop plan for promoting key fundraising campaigns, products, across paid and owned digital media
- Manage the day to day running of our Google AdWords account.
- Research and implement innovative and appropriate ways to engage new supporters using digital tools.
- Create impactful digital fundraising assets including photos, videos, infographics
- Write and edit compelling content targeting different audiences across all digital & social media channels and platforms

- Develop and implement at least one major national digital participation event and one significant profile-raising campaign per year (these to be defined within the strategy in consultation).
- Pass on best practice and learning to the wider organisation, offering occasional support.
- Achieve the income target for this role.
- Keep on top of digital fundraising innovations and consider how these might benefit the charity
- Deliver paid advertising on Facebook, Instagram working closely with the business development team to support delivery of campaigns

Website:

- Maximise relevant, high-quality traffic to the digital fundraising appeals using a range of techniques
- Maintain the online donation pages to support fundraising activities
- Be an experienced user of the content management system able to trouble shoot and suggest improvements working with third party provider

Email Marketing:

- Develop and implement an email marketing campaign working closely with other team members
- Introduce methods of receiving our publicity via email as well as other digital methods.

Reporting and Analysing:

- Manage the tracking of digital fundraising activity to enable full analysis and reporting.
- Monitor and report on emerging technologies and new legislation and guidelines on digital fundraising and communication.
- Ensure that online activity is measured, analysed and results shared using Google Analytics and other digital analysis tools and analyse data to inform decision making
- Always ensure that we are following data protection laws, in how we collect, store and retain supporter information.
- Make sure our merchandising and giving online profile is PCI compliant
- Track and analyse digital metrics to measure success, evaluate and report on digital fundraising activity and ensure key learnings are used to increase future income.

To work at all times with compassion and empathy, within the Christian Ethos of the organisation.

Job & People Spec

Essential:

Experience of using digital fundraising channels, content design & tools including social media to increase income to achieve working targets

Experienced in digital marketing and/or fundraising; content design and implementation and working to targets.

Good working knowledge of MS365 and Sharepoint

Expertise in the working with social media platforms and website content management systems such as Hootsuite, Later and Wordpress.

Proven ability delivering creative and effective digital fundraising campaigns

Strong interpersonal skills and comfortable to talking to people from all backgrounds

Organised and structure approach to work

Excellent time management and prioritisation skills

Passion for and experience of producing a variety of online content and/or digital communications such as video, audio, infographic and social media

Desirable

Experience of working creatively.

Experience of HTML and CSS

Video editing skills

Experience with Adobe suite including InDesign and Photoshop

Experience with setting up PPC campaigns on Adwords

Qualified driver with access to a vehicle

Person Specification

A creative thinker who demonstrates a passion of innovation and applies it to working practises

Passionate about communicating a cause both digitally and in person

Great team member and supporter of others

Alive to new ideas and learning

Ability to form and maintain good working relationships both internally and externally

Terms and Conditions

Based: At our Head Office in Whitely, Hampshire with the potential for hybrid working.

Hours: 37 hours per week (5 days)

Annual Salary: £27,588.76 p.a

Probationary period: 3 months.

Group personal pension plan: available on satisfactory completion of 3 months service.

Life Assurance: up to four times annual salary.

Critical Illness cover: paying 75% of salary if unable to work for longer than 6 months due to one of the covered conditions.

Holiday: 25 days plus public holidays.

Line management: The successful applicant will be responsible to the Information Technology and Digital Manager.

Application and interviews

- Application forms are available on the Fishermen's Mission's website www.fishermensmission.org.uk/get-involved/vacancies or via Hanna Taylor at hannataylor@fishermensmission.org.uk
- The closing date for applications will be 29 June 2022
- Interviews will be held on 7 July 2022

Appointment will be subject to receipt of satisfactory references and DBS check.