

Digital Fundraising Officer

Amref Health Africa UK



Reports to: Fundraising Manager

Location: Hybrid – a mix of home-working and time in our London (Borough) office

Contract: Full-time, permanent (open to 4 days per week)

Salary: £31,500 per annum

About Amref Health Africa

Amref Health Africa is the largest Africa-based international health development organisation. We work to bring about lasting health change in Africa.

Headquartered in Nairobi, Amref works in 35 countries to improve access to healthcare and to help create an environment that is conducive to good health. Amref's programmes focus on: child health and nutrition; communicable and non-communicable diseases; health financing; maternal, newborn health; neglected tropical diseases; sexual and reproductive health and rights; and water and sanitation and hygiene. Our programmes align with our [Global Strategy objectives](#): to increase primary healthcare access for all, and to address the social determinants of health such as access to education, gender, and exposure to the impacts of climate change.

Amref Health Africa UK (Amref UK) is an independent UK-registered NGO that exists to support the programme and policy activities of Amref. With a UK-based Board of Trustees and staff team, our main purpose in the UK is to develop and manage partnerships with UK donors who want to support Amref's work in Africa. [Amref UK's Strategy 2024–2030](#) will deliver growth to support the work towards Africa's health transformation. We raise funds by engaging supporters and donors from across the giving spectrum. The Supporter Engagement team, where this role sits, raises unrestricted funds and works mainly with individual supporters, as well as some trusts and corporates.

About this Role

This role is a key post in the Supporter Engagement team and will play an important part in our strategy to triple Amref UK's unrestricted income in the next few years.

The Digital Fundraising Officer will deliver flexible, cost effective and class-leading digital marketing, fundraising and communications to enable Amref UK to achieve its unrestricted fundraising objectives. They will use targeted and effective profiling in a variety of media to deliver quality marketing communications. They will be responsible for Amref UK's digital presence, developing the website, social media channels and email programme through the production of compelling and timely content, driving improvement to maximise inbound traffic, improve user journeys and optimise conversion to donations.

In addition, they will manage campaigns working with external agencies to create engaging content that is tailored to the individual giving and major donor audiences. They will work closely with the rest of the team, providing a supportive role to other fundraisers, and getting involved in a variety of projects where there is need and capacity.

A Note from the Director of Fundraising

Hello, and thank you for considering joining Amref Health Africa as our new Digital Fundraising Officer. This is a vital role in our Supporter Engagement team, as we look to grow our Individual Giving Supporter base in line with our ambitious 2030 strategy.

It's a great opportunity for someone looking to take on a role with variety, autonomy, and considerable opportunities to create and deliver new and innovative campaigns. We are making a significant investment in our unrestricted fundraising and that comes with the chance to try new things, learn new skills, and test out ideas.

The successful candidate will be creative, thoughtful, tech-savvy and above all, a compelling communicator. You will love to write and share Amref's work with a range of audiences, through a range of channels. You will be excited about working in international development and with a team that is friendly and hard-working.

We look forward to receiving your application!

Matt Wenham, Director of Fundraising

Responsibilities

DIGITAL FUNDRAISING

1. Support the Individual Giving Manager in growing the donor base through digital fundraising acquisition methods and increasing individual giving from existing supporters in line with agreed income targets.
2. Create and set up online versions of appeals using email, social media and pages on our website.
3. Write fundraising content for all digital platforms including social media, emails and website.
4. Work with the wider Supporter Engagement team to help develop campaign concepts, provide technical support, and to source and create content including visuals and messaging.
5. Drive Amref UK's Search Engine Optimisation (SEO) strategy to increase organic traffic and income. Provide insight and advice to support SEO work, including user experience optimisation and conversion rate optimisation, as well as Google Optimize and other split testing.
6. Monitor and provide regular reports on the performance of digital campaigns including emails, social media, search and any other digital or online tools used in fundraising.
7. Working with our agency partners, plan and implement new fundraising tests such as integrated Search, Display and Video campaigns on digital platforms.
8. Give briefs and supervise assignments involving digital agencies and designers.

WEBSITE

1. Oversee the day-to-day running of the Amref UK website, including creation and testing of landing pages and content, and a focus on usability, design, user journey and development, in conjunction with Amref's web development agency.
2. Provide insights on user behaviour on site, and cross-channel funnel analysis of supporter journey prior to landing on the organisation's website.
3. Work closely with the Supporter Engagement team to ensure that the integration between the Amref website and the Fundraising CRM is working seamlessly and is supporting data collection and analysis.

COMMUNICATIONS

1. Alongside the Communications manager, manage Amref UK's Facebook, Instagram, LinkedIn, and Twitter accounts, posting regular content, engaging with followers and delivering campaigns.
2. Working with our Communications Manager, create engaging social content that's tailored to Amref's audiences.
3. Closely monitor changes in Amref's online audience, keeping track of reach and engagement, analysing website and social media metrics, and using the results to shape Amref UK's editorial style.
4. Work closely with the Communications Manager to ensure alignment in branding across Amref UK and to produce the annual Impact Report (print and online versions).

OTHER RESPONSIBILITIES

1. Support the development of new branded assets to meet the needs of colleagues in the Supporter Engagement Team: liaise with Amref UK's external suppliers to ensure assets are produced on time, in budget, and to the required standard.
2. Participate in team meetings in Supporter Engagement, Amref UK team and international Communications conference calls with other teams and offices.

Person Specification

ESSENTIAL KNOWLEDGE

- Cultural sensitivity and an understanding of and commitment to Amref's mission, values, and strategic direction.
- A sound understanding of the principles and application of Search Engine Optimisation.
- Working knowledge of Google Analytics and Google AdWords.

ESSENTIAL EXPERIENCE

- Demonstrable experience in coordinating and implementing fundraising appeals and/or acquisition marketing campaigns to time scale and within budget.
- Demonstrable experience working in the field of direct marketing, donor acquisition and retention.
- Demonstrable experience in growing levels of regular giving across digital and offline campaigns.
- Experience of tracking and reporting on income targets and performance.
- Experience in working and maintaining successful relationships with agencies and suppliers to deliver targets.
- Experience in uploading content to websites and contributing to marketing plans.

ESSENTIAL SKILLS

- Fluent written and spoken English.
- Strong writing and editing skills with excellent attention to detail.
- Confident user of the Office 365 package (particularly Teams, Word and PowerPoint).
- A good understanding of supporter motivations and feelings and the ability to translate this into engaging and responsive communications and content, adapting to different audiences as needed.
- Ability to work independently and efficiently on own tasks, as well as be supportive to the wider team.
- Organised, and able to manage a large range of tasks on a regular basis.
- Flexible and responsive; able to change direction and reprioritise as needed.
- Excellent coordination skills and the ability to work to tight and multiple deadlines.

DESIRABLE EXPERIENCE, KNOWLEDGE & SKILLS

- Knowledge of the UK fundraising environment and specifically the Fundraising Regulator, ICO, Data Protection Act and GDPR.
- Experience of working in international development / health / an organisation connected to Africa.
- Working knowledge of the Adobe Creative Suite / Cloud (particularly Photoshop and InDesign).

Benefits of Working at Amref UK

- Amref UK is a [Living Wage](#) employer
- Generous pension scheme with employer match of up to 7.5%
- Enhanced parental leave and flexible working opportunities
- 25 days annual holiday allowance, rising to 27 after 2 years' service, plus bank holidays and 3 additional days at Christmas
- Season ticket loan and Cycle-to-work scheme
- Flexible working opportunities
- Potential for travel to offices in Africa and Europe

Notes for Applicants

To apply, please submit a cover letter (maximum 2 pages) that demonstrates your interest in and suitability for the role, and a CV (maximum 2 pages), through the [Hireful Platform](#). **We will undertake a rolling recruitment process until the position is filled, with interviews arranged as and when candidates are shortlisted.**

Amref UK champions inclusion, diversity and equal opportunity in every aspect of our work. We appoint our staff on merit, respecting and valuing the wide range of ways in which they can demonstrate the potential, experience and skills we seek. Unfortunately Amref UK is not able to support UK work permit sponsorship for this role, so all candidates must already hold UK Right to Work status.

If you have additional access needs, require support with your application, or if you have any questions about the role, please contact Kate Burley, HR & Operations Manager, at HR@amrefuk.org.