



**Manager, Digital Fundraising - WWF International
Candidate Information Pack**

About WWF

All around the world, people are waking up to the deepening crisis of nature loss. We're experiencing a growing realisation that nature is our life-support system and that nobody will be spared from the impacts of its loss.

Here at WWF, an independent conservation organisation active in nearly 100 countries, we are working to sustain the natural world for the benefit of people and wildlife.

We are part of a growing coalition calling on world leaders to set nature on the path to recovery by 2030 – a [New Deal for Nature and People](#) as comprehensive as the global climate deal.

Working with many others – from individuals and communities to business and government – WWF urgently seeks to protect and restore natural habitats, stop the mass extinction of wildlife, and make the way we produce and consume sustainable.

Our mission

To stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

For more details, see <https://wwf.panda.org/>.

Mission of the Department

- Support, inspire and drive the WWF network to increase public and private resources for WWF's conservation strategy and mission.
- Help WWF offices to mobilise resources for global conservation priorities through strategic public sector partnerships and philanthropy, including working collaboratively with the WWF Network to encourage and facilitate cross-border efforts.
- Support the sustainable growth of WWF offices by providing strategic support and capacity building to offices and regions and by sharing learning and best practices across the fundraising, resource mobilisation and public sector partnership communities of practice.
- Raise funds from philanthropic partners in support of WWF's global conservation strategy and operations.

Major Functions

The Digital Fundraising Manager manages and oversees the growth of online fundraising by executing effective digital strategies and techniques across selected markets amongst those WWF International has a management responsibility of, with the ultimate aim of maximising short and long term income (primarily unrestricted).

The Digital Fundraising Manager is also responsible for providing vision and leadership for WWF International in the fast-moving digital fundraising area.

The role reports to the Director, Fundraising Strategy, Operations and Business Development.

Major Duties and Responsibilities

Following a few years of very limited online donor engagement, WWF International is aiming to strengthen its digital fundraising capacity by optimising the current technical infrastructure (contact management tool, mass engagement tool etc) and developing a strong online donor experience to acquire and retain donors in selected WWF International markets.

The purpose of this role is to support WWF's mission to build a future in which people live in harmony with nature by managing a strong digital fundraising programme within the above scope to achieve the income growth targets. The Digital Fundraising Manager will create and implement online donor acquisition and retention strategies, as well as develop a diverse portfolio of fundraising products for WWF International.

Specifically, the Digital Fundraising Manager will:

- Design online donor engagement journeys to support donor acquisition, retention and improving the donors' experience;
- Oversee the creation and cost effective and timely execution of these donor engagement journeys;
- Supervise a digital copy-writing resource to develop emails, landing pages, tools and graphics for online fundraising activities in order to deliver an optimised donor's experience;
- Identify potential new and innovative digital activities to acquire and retain donors in selected WWF International markets and maximise long-term income, developing business cases and implementing tests as required (including the development of new engagement products, social media push etc);
- Identify key digital fundraising moments, manages online fundraising communications calendar, and oversee its creation, production and delivery;
- Analyse and report on digital metrics including income forecasting and monitoring in order to adjust plans depending on results;
- Oversee transfer of the donor data to the new contact management system;
- Optimise current technical solutions that support the donor journey to reduce costs for WWF International, increase income or improve the donor experience;
- Work with the Communications team to integrate the different WWF supporters (e.g. newsletter subscribers, campaign supporters etc) into the donor engagement journeys, to leverage the content they develop and to get the technical support needed to get optimal fundraising tools on website and social media;
- Coordinate with other members of the Fundraising department on multi-channel fundraising campaigns, ensuring the creation and delivery of the messaging is consistent across all platforms;
- Manage the relationships with the payment gateways;
- Ensure compliance with WWF International guidelines and the local legislations (specifically around data protection), working in collaboration with the compliance and legal departments;
- Engage as required with the Global Development Center and digital teams of other WWF offices in the context of global campaigns or income-sharing discussions;
- Work within the existing WWF brand voice, both in visual representation and editorial style;
- Manage relationships with external digital strategy, marketing and software partners to ensure the execution of online fundraising best practices;
- Stay abreast of industry best-practices, among nonprofits more broadly and in the commercial sector.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organisational needs.

Person Specification

Required qualifications

- Significant experience in the field of digital fundraising;
- Experience of successfully using digital to drive supporter action online and offline. That includes designing, planning and delivering successful digital activities (such as designing and optimising the donor journey, SEM/SEO/SMO, social media (paid social) and/or digital advertising campaigns (paid search, Google grants)) that generated incremental income.

Required skills and competencies

- Experience of using digital platforms such as email marketing platforms, content management systems and analytics platforms and contact relationship management systems (CRM); experience with Microsoft Dynamics is a plus.
- Experience with analytic tools (Google Analytics, social analytics);
- Experience of managing agencies and negotiating strong commercial agreements;
- Superior project management skills;
- Proven experience of effective financial management, including creating and presenting business cases, proposing, managing and (re) forecasting budgets; providing financial narrative and reconciling results;
- Proven ability to think and act strategically and design effective data-based action plans;
- Excellent interpersonal and collaboration skills, sensitivity to political issues, with the ability to build and maintain strong relationships, despite the challenges of limited resources and conflicting priorities;
- Energetic, proactive, positive, results driven individual with a 'can-do' attitude, multitasking, working well under pressure with capacity to quickly adapt to changing situations and environments;
- Creative and innovating thinker, motivated by pushing the boundaries;
- Thoroughness and attention to detail and ability to work independently and flexibly;
- Experience working in an international environment, and ideally working in a NGO;
- Fluency in English, knowledge of French and/or any other languages an asset;
- Identifies and aligns with the core values of the WWF organisation: Courage, Integrity, Respect & Collaboration.

Note, for non-UK nationals, applicants will need to have a valid UK work permit and for all, a residency in England.

Working Relationships

Internal: Interacts regularly with other Fundraising, Operations, Conservation, Communications and Management staff of WWF International and the WWF network as required in fulfilment of duties.

Externally: Interacts with external digital agencies as required in fulfilment of duties.

Additional Details

Salary: £50-56,000 per annum

Location: Woking, Surrey – hybrid working (ideally once a week or equivalent per month in the Woking office) or remote working can be discussed. There will be some occasional travel to Europe with this role.

Contract: Permanent, full-time hours (40 per week - some flexibility available e.g. 0.8 FTE).

Benefits:

- Holiday leave: 25 days rising incrementally to 30 days after 15 year of service, with public holidays in addition;
- Pension: 10% of basic salary as employer's contribution;
- Private medical care: Cigna – international scope;
- Life Insurance: Cigna – 36 x monthly salary;
- Private accident insurance: Cigna;
- Long term illness and incapacity insurance: Cigna;
- Dental care: Cigna.

How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter highlighting your suitability for the position and why you are interested, by clicking on this [link](#).

For any queries, please contact Suzie Groves at suzie@aawpartnership.com.

Closing date: 9.00am BST, Monday 27th May.

Interview dates: First virtual interviews with WWF International will take place on Monday 3rd and/or Tuesday 4th June (mornings). For those progressing further, second virtual interviews will take place either on Tuesday 10th, Wednesday 11th or Thursday 12th June. There is likely to be an in-person meeting in Gland, Switzerland for finalists in the week commencing 17th June.

Note we will be assessing applications as soon as they come in, so please apply early.