



Mission Aviation Fellowship UK

Role Description

Role Title: Digital Donor Acquisition Manager

Date Written: Jan 2024

Accountable to: Marketing and Acquisition Team Leader

Job summary & purpose:

As the Digital Donor Acquisition Manager, your primary responsibility will be to strategise, develop, and oversee digital campaigns aimed at acquiring new donors and maximising our digital fundraising efforts. Your expertise in digital campaign development, especially in paid ads, combined with your exceptional digital copywriting skills, will be crucial in driving donor engagement and supporting our strategic priorities and goals. You will work closely with cross-functional teams, including marketing, communications, and fundraising, to create and execute campaigns that resonate with our supporters, acquire new donors and increase donations.

Key Responsibilities:

Developing and executing digital campaign strategies by:

1. Working with team leaders and product managers to devise and execute, comprehensive digital campaign strategies, timetables and assets for donor acquisition and fundraising initiatives.
2. Overseeing thorough market research and donor analysis to identify target audiences and create data-driven campaigns.
3. Leading the copywriting and initial design concept of agreed campaign assets.
4. Aligning campaigns with our organisation wide strategic priorities, milestones and goals.

Oversee our paid advertising programme by:

5. Being the MAF UK point of contact with external suppliers who support us with our paid advertising.
6. Giving oversight and support to the matrix team, optimising paid advertising campaigns across various platforms, to attract new donors and supporters . These include - Google Ads, Facebook/social Ads, and other relevant channels.
7. Help the digital matrix team and other departments inset campaign objectives, budgets, and performance benchmarks, continuously monitoring and adjusting to achieve desired outcomes.



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Increase our digital copywriting quality by:

8. Overseeing the creation of persuasive and emotive ad copy, email campaigns, website content, and social media posts to inspire engagement and donations.
9. Ensure all digital communications maintain a compelling and consistent brand voice that resonates with our charity's agreed messaging, values and mission.
10. Having final sign off on digital copy and assets, where appropriate.

Support organisation fundraising campaigns by:

11. Helping plan, and execute fundraising campaigns, such as Giving Tuesday, online appeals, donor development journeys and peer-to-peer fundraising initiatives, utilising digital channels to maximise donations.
12. Collaborate with the fundraising team to implement strategies that foster donor loyalty and long-term/regular giving engagement.

Use Analytics and Reporting to:

13. Track, measure, and report on the performance of digital campaigns.
14. Analyse donor journey's, behaviour and website performance to identify opportunities for improving conversion rates and donor retention.
15. Implement digital A/B tests and optimise campaign elements to drive higher engagement and fundraising success.
16. Generate comprehensive reports on key performance indicators, providing actionable insights for live and future campaigns.

Support Cross-Functional Collaboration by:

17. Working closely with internal teams, including communications, Scotland, fundraising and HR, to align campaign strategies with overall charity objectives.
18. Collaborating with external agencies and partners to enhance campaign reach and effectiveness.

Budget Management:

19. Effectively support the management of campaign budgets, ensuring cost-effective allocation of resources to achieve fundraising targets.
20. Track spending and report on ROI to the Marketing and Acquisition Team Leader regularly.



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This job description reflects the current requirements of the role. As duties and responsibilities change and develop, this will be reviewed and will be subject to amendment in consultation with the post-holder.

Dimension and Limits of Authority:

- Decision making within agreed parameters.
- Expenditure up to agreed budget.
- Responsible for adherence to legislation and good practice principles in all areas of responsibility.

Tasks common to all staff:

1. Role modelling of organisational values and beliefs - to contribute to the shared spiritual life of the MAF UK team as a unique Christian charity. This will include attendance and participation in corporate times of biblical reflection and corporate prayer.
2. To participate in appropriate matrix programme and project teams, contributing skills and expertise to required timescales from the appropriate programme leader.
3. To keep line manager informed of all relevant and timely information.
4. At all times comply with statutory requirements for handling personal and sensitive data in a confidential manner.
5. To abide by MAF UK's Safeguarding and Conduct Policies, GDPR requirements, and all other organisational policies provided on the Intranet.

Christian values, beliefs and ethos of MAF UK:

As an evangelical Christian mission, MAF UK is seeking those who share in the values and beliefs of the organisation, as described in the mission, purpose, values and beliefs statements. All staff will be required to support and actively demonstrate the Christian values of the organisation and to take part in organisation activities such as staff meetings, prayer meetings, and away days.

Person Specification		
	Essential	Desirable
Education/ qualifications	<ul style="list-style-type: none"> • Graduate or professional qualification • Digital communications training 	<ul style="list-style-type: none"> • Marketing, digital communications or related field qualification.
Experience	<ul style="list-style-type: none"> • Development and management of digital marketing and donor acquisition campaigns • Strong digital copywriting skills, capable of crafting compelling and persuasive acquisition and fundraising content. • Sound understanding of donor behaviour and fundraising strategies within the digital landscape. • Proficiency in paid advertising platforms (Google Ads, Facebook/social Ads, etc.) and experience optimising campaigns for maximum ROI. • Proven experience of managing email communications 	<ul style="list-style-type: none"> • Experience of working in a Christian organisation or charity environment • Experience with click Dimensions and Microsoft Dynamics 365 • Using CMS platforms such as Wordpress



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	<ul style="list-style-type: none"> • Experience of analytics tools and using insights to inform communications. • Experience of, or proven interest in, international development, aviation or mission • Experience of SEO marketing • Experience of CRM in a marketing context 	
Skills/abilities	<ul style="list-style-type: none"> • Understanding of HTML & CSS • Data-driven mindset with the ability to analyse campaign performance metrics and apply insights to enhance future campaigns • Knowledge of APIs between CRMs and website etc. • Good understanding of a range of social media channels, particularly in relation to promotion, paid advertising and branding • Ability to use and experience of Adobe Photoshop, Premier Pro, After Effects and other content creation software • Proficiency in Microsoft office and Google Docs, Sheets & Slides • A proven ability to develop high quality, creative marketing communications and products • Excellent project management and organisational abilities, adept at managing multiple campaigns concurrently. • Up-to-date knowledge of digital marketing trends, fundraising best practices, and compliance regulations in the UK charity sector. • Exceptional communication and interpersonal skills, with the ability to collaborate effectively with diverse teams and stakeholders. • Excellent fundraising copywriting skills, in particular for use across digital platforms • Good attention to detail 	<ul style="list-style-type: none"> • Project management experience. • Ability to influence at all levels within a complex stakeholder organisation
Personal attributes	<ul style="list-style-type: none"> • Committed and mature evangelical Christian, able to demonstrate understanding and acceptance of the Statement of Faith and willing to proactively take part in MAF events and meetings e.g. prayer meetings, away days etc. Able to describe these beliefs and values to others so as to represent MAF as a Christian mission organisation. • Emotional resourcefulness. • Flexibility towards others and circumstances. • Service orientation. 	



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Summary of Terms and Conditions

Job location: MAF UK, Castle Hill Avenue; Folkestone; Kent CT20 2TN

Working Hours: Office open officially from 9.00 to 5.30pm (9-4pm on Friday). Hours to be agreed according to flexible working policy.

For external supporters the office is open from 09:00 to 17:00 including Friday when cover should be provided by the relevant teams.

Terms:

- At least 36 hours with 1 hour for lunch daily unpaid per week. Hours should be agreed with line manager according to the flexible working policy.
- Flexibility will be required for working additional hours and travel to meet business needs or for travel or meetings etc. on weekends.
- Annual leave entitlement of 22 days per year plus 8 paid public holidays per year.
- Non-contributory pension scheme (10%) salary.

Probationary and notice period

- 6-month probation period with review
- 3-month notice period

Salary: Set through job evaluation, specialist band