

Digital Fundraising Executive

Job title:	Digital Fundraising Executive (option to work 28 – 35 hours per week)
Office location:	UK (hybrid or remote working with occasional travel to Haywards Heath)
Reports to:	Digital Manager (Global Fundraising)
Department:	Fundraising and Marketing

Job purpose

Sightsavers' vision is of a world where no one is blind from avoidable causes and where visually impaired people participate equally in society. We are an international organisation working with partners in developing countries to eliminate avoidable blindness and promote equality of opportunity for people with disabilities.

This is an important role in the Digital Fundraising and Performance team to help ensure we have the resource and expertise needed to set up and run digital fundraising campaigns from start to finish, and fully support all fundraising campaigns online.

The Digital Fundraising Executive is responsible for managing projects to maximise income ~~and, plus~~ supporter recruitment, engagement, and retention, through digital channels. ~~Their-Your~~ work will include email, search, display and paid social campaigns across one or more countries where Sightsavers fundraises. ~~They-You~~ will work with colleagues across fundraising and beyond to ensure digital support for the relevant campaigns is effective and optimised.

~~They-You~~ will play an important role in ensuring we provide the best possible experiences for supporters online, and that the online content and journeys are as good as they can be.

Main Responsibilities

Managing specific digital fundraising projects, working with internal stakeholders and suppliers to ensure requirements are met, projects are delivered on time and on budget, and targets are achieved.

- Working with the Individual Giving, international and digital fundraising teams to add value to offline fundraising campaigns through digital (e.g., opportunities to include rich content or reinforce key messages).
- Managing specific email campaigns from beginning to end, including setting objectives, defining testing, drafting copy, building emails, managing data and sends, analysing performance and feeding back to colleagues.
- Delivering welcome journeys for new email sign-ups and new supporters to ensure supporters and potential supporters are welcomed to the organisation and encouraged to be loyal.
- Working with Digital Manager (Global Fundraising) to implement the strategic development of our international fundraising markets, delivering acquisition and retention activities through all channels including search and display, paid social, email and website fundraising pages management.

- Maintaining oversight of assigned fundraising areas, monitoring overall plans and results, identifying inconsistencies and required updates and ensuring these are dealt with appropriately.
- Supporting our Insight and Optimisation team to implement A/B and multivariate testing across websites, emails and digital advertising to optimise digital fundraising performance.
- Proactively considering the global perspective of all assigned campaigns and activity to ensure efficiency and optimisation across all countries.
- Work with the Digital Managers and Head of Digital Fundraising and Performance on other projects as required.

The principal responsibilities are not meant to be an exhaustive list of tasks. The need for flexibility is required and the job holder is expected to carry out any other related duties that are within the employee's skills and abilities, ~~whenever reasonably instructed.~~

Required knowledge, skills and experience

Essential:

- Proven experience in managing digital fundraising projects with timely delivery, adherence to briefs and budgets, and effective results reporting.
- Experience and understanding of key digital marketing or fundraising platforms and disciplines - including experience with content management systems, email marketing, social media platforms, search and display advertising and ideally experience with GA4.
- ~~Knowledge and experience in key digital marketing or fundraising disciplines, including CMS, email platforms, social media, search and display advertising, and GA4.~~
- Excellent writing skills, ideally with a background in writing strong fundraising copywriting.
- Competence in data analysis, reporting setup, and tracking progress against KPIs.
- Ability to multitask and prioritise workload efficiently.
- ~~Demonstrated~~ Creativity, innovation, and imagination.
- Logical, methodical, and accurate work ethic with strong attention to detail.
- Strong communication and interpersonal skills, capable of engaging both technical and non-technical audiences.
- Project management skills involving coordination with multiple teams and external agencies to achieve organisational goals.
- Commitment to equality of opportunity for all.

Desirable:

- Experience in international fundraising.
- Understanding of various individual-giving fundraising disciplines, such as mailings, inserts, and TV advertising.
- Experience in orchestrating/managing virtual mass participation events.
- Strong editing and proofreading abilities/capability.
- Research skills to identify new digital and fundraising opportunities.

Note: While a degree is not mandatory for this role, relevant experience is essential.