



**Because no one
should face death
or grief alone**

Role Profile

Post Title:	Digital Fundraising Manager
Post Number in PeopleHub if known:	
Department:	Fundraising – Business Support
Job Band / Job Family:	F
Effective Date:	January 2026

1. Purpose

Lead the planning and delivering of our digital fundraising and engagement activity and practice rapid and continuous test, learn and optimisation.

With the support of the Head of Supporter Engagement and Supporter Engagement Senior IG Manager, an essential aspect is supporting the development of a holistic organisation-wide approach to audience data collection and supporter engagement to grow the supporter base.

2. Key relationships

- The post holder is responsible for fostering good working relationships with internal stakeholders, for example, Fundraising teams, Marketing, Communication and Digital teams; Supporter Experience, Data Team, Supporter Insight Team; Finance Team.
- This role is line managed by the Head of Digital with a dotted line to The Head of Supporter Engagement.
- This role has no direct line reports but works closely with key members of the Digital team to deliver campaigns and projects, including but not limited, to the Senior Digital Manager, Social Media Manager and Email Marketing Manager. The post holder is responsible for fostering good working relationships with external stakeholders, for example, liaising at a strategic and management level with agencies, consultants and other suppliers; peers within the UK charity sector; and professionals, trade bodies and organisations in all sectors.



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3. Qualifications required

- Educated to a Degree level or equivalent relevant experience

4. Proven experience, skills and ability

- Strong communication, relationship, negotiating and influencing skills.
- Project and stakeholder management. Experience in managing parallel workstreams, multiple priorities, and complex stakeholder relationships
- Demonstrable experience of developing digital fundraising strategies and implementation plans to meet targets and KPIs in a role with substantial responsibility for driving supporter growth using a variety of digital channels.
- A proven track record of planning and delivering multichannel digital fundraising campaigns within the charity or not-for-profit sector, including but not limited, to activity across paid social media (Meta, TikTok), email, PPC, display and emerging channels. Experience using GA4 and Google Tag Manager, as well as other native platform analytical tools for tracking, reporting and assisting optimisation.
- Experience working with CMS (Wagtail preferable) and a good understanding of donations platforms (iRaiser and Access preferable).
- Proven knowledge and use of digital marketing tools, including email marketing and automation platforms (DotDigital would be advantageous).
- Demonstratable experience of developing paid social media campaign tracking and an understanding of the changing landscape in social media i.e. current Meta restrictions
- Knowledge of budgets and experience in reporting financial/KPI performance against targets
- Proven research and analytical skills, with the ability to manipulate data and present data in both statistical and written formats.
- Experience of managing and working with agencies setting up and monitoring SLA's and experience in staff management duties.
- Ability to assess skill needs and train colleagues in digital fundraising best practice



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5. Complexity and accountability

- The post holder cannot dismiss nor make changes to salary or variations to contract without authorisation.
- Accountable to ensure that the programmes are operating in accordance with established codes and are compliant with relevant regulations.



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6. Key responsibilities

- Working with the Digital Team and Fundraising Teams, assess how to optimise engagement, data collection and income through digital channels and develop a long-term strategy and roadmap to increase income supported by stakeholders.
- Be the in-house expert in planning and delivery our digital fundraising activity
- Develop annual plans and budgets with Fundraising teams, using learnings and insight to make recommendations to drive in-year and long-term income and supporter base growth. This includes optimising the website, Email, social and paid media for fundraising as part of the overall Digital approach for Sue Ryder.
- Manage and optimise campaign delivery to drive acquisition, engagement and fundraising income.
- Use data driven insight and analytics tools to continually increase and optimise performance.
- Manage budgets, agencies and platform partners for maximum impact and value.
- Use dashboards to analyse results, run A/B tests and improve performance. Regularly report on performance.
- Act as the central resource to train colleagues to take ownership of digital fundraising activity whilst maintaining oversight of delivery. The Digital team work in a hub-and-spoke format.
- Keep abreast of the fundraising marketplace and wider legislative and regulatory landscape to identify opportunities to enhance digital fundraising activities and ensure compliance with regulations.
- Collaborate closely with Fundraising and MarComms colleagues to deliver and optimise integrated, multichannel campaigns and effective donor-first journeys to motivate new and existing supporters to act and donate.
- Design, test and implement a lead generation strategy to engage existing donors and to grow our supporter base, using appropriate tools to recruit and convert new leads (Meta Lead Gen ads / handraiser activities).
- Actively test and optimise new products, channels and propositions to maximise fundraising and engagement opportunities, analysing progress and results.
- Working closely with the Head of Supporter Engagement and other relevant colleagues, ensure that prospective donors receive an excellent support experience and seamless journeys.
- Use data and insights to produce regular performance reports against financial and non-financial KPIs, identify trends and optimise activities based on user behaviour.



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7. Behaviours

Operate within the Sue Ryder values and behaviours standards:



Supportive:

Our first value is **supportive**. We're here for people when it matters, and that includes each other. We encourage, inspire and help one another, and celebrate success.

The behaviours for this value are **listen**, **respect** and **encourage**.

We will take time to **listen** and understand; **respect** and value each other's differences; and **encourage** and nurture each other.

Connected:

Our second value is **connected**. When we work together, we can achieve so much more for the people we support. We respect that everyone at Sue Ryder plays a vital part in delivering quality care.

The behaviours for this value are **communicate**, **collaborate** and **share**.

We will **communicate** effectively; actively **collaborate** and appreciate each other's contribution; and **share** ideas, experience and knowledge.

Impactful:

Our third value is **impactful**. We find new and inspiring ways to positively impact the people we support – from small gestures to big breakthroughs. This proactive attitude drives us forward to achieve our ambitions and transform lives.



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The behaviours for this value are **challenge, improve** and **deliver**.

We will welcome feedback and constructively **challenge** each other; reflect, learn and continue to **improve**; and each play our part to **deliver** the charity's aims.

8. General

In addition to the specific duties and responsibilities outlined in this job profile, all Sue Ryder colleagues should understand the impact that their role has on achieving our organisational aims. Our values tell us how to do this, as they guide us in our choices and influence our behaviour. We ask all our staff and volunteers to follow our values while being an ambassador for Sue Ryder.

In practice, this means:

- Being able to talk confidently about Sue Ryder, our services and campaigns
- Being able to talk confidently about why we need to fundraise, how we are funded and how people can get involved
- Promoting an equitable, diverse and inclusive environment within the charity
- Keeping up to date with our internal communications; and following the correct organisation processes and using the right systems
- Always connecting with experts from across the organisation to ensure best practice and maximum impact.

Colleagues should also be aware of their specific responsibilities towards the following:

- To adhere to all health and safety and fire regulations and to co-operate with the charity in maintaining good standards of health and safety.
- To uphold ethical and professional standards and not behave in a manner that is likely to bring the charity into disrepute.
- Demonstrate a commitment to on-going registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role.

All employees are expected to be competent with the use of technology and information systems and understand their duties and responsibilities with regard to the appropriate use of data, including sensitive personal data.



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This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.