



Job title:	Digital Fundraising Manager (Individual Giving)
Department:	Brand, Marketing and Fundraising
Reporting to:	Head of Individual Giving
Salary:	£53,837 per year
Hours:	35 per week (additional hours will be given back as time off in lieu, in line with Crisis' TOIL policy).
Location:	Based in London (in line with Crisis' hybrid-working policy)
Contract type:	Fixed term maternity cover up to 1 year

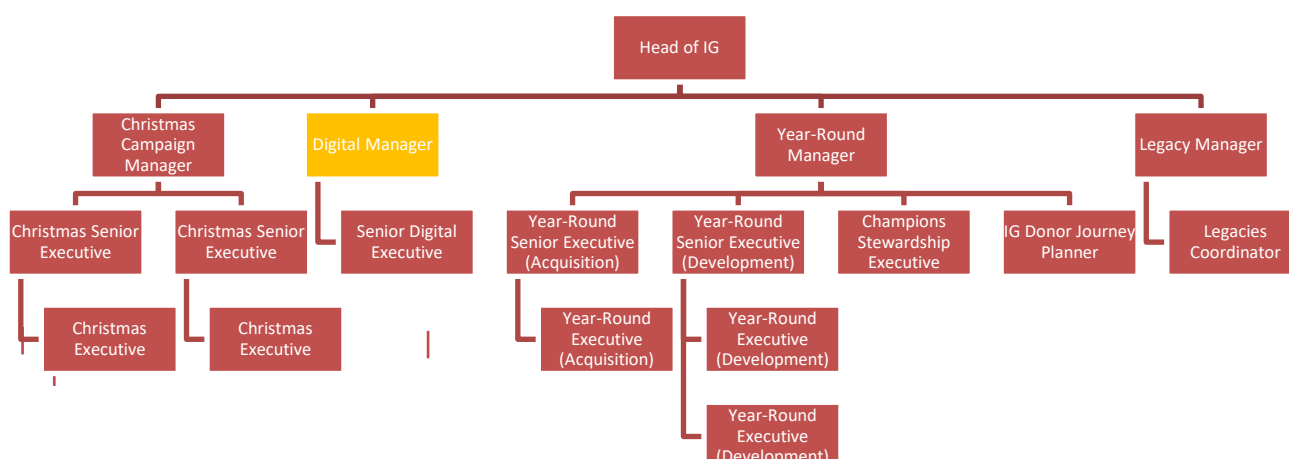
Aim and influence

- Develop and deliver digital plans, informed by insight, to increase the Individual Giving (IG) team's net income and lifetime value. These will support the organisation's plans for growth in sustainable income from new supporters.
- Work closely with the IG team managers and agencies to develop digital campaigns and ensure the digital element of campaigns are as efficient and effective as possible
- Hold an overview of all IG digital activity.

Financial and supervisory responsibility

- Budget for digital work: circa £700k expenditure and £1m income
- Futureproof fundraising from a digital perspective, through understanding our audiences and developing digital products, channels and communications
- Develop and maintain relationships with creative/fundraising agencies
- Line Manage Senior Digital Executive

Team chart



Job responsibilities

- The post holder will develop the strategy for and deliver all IG Digital campaigns, maximising net income, lifetime value and engaging new and existing donors. This includes:
 - Paid digital acquisition: search, social and display
 - Digital development: ownership of the digital fundraising user journey including landing pages, conversion funnel and supporter communications
 - Digital products: develop digital product offerings that meets the needs and motivations of digital audiences
- Develop Crisis' online attribution processes and models to ensure a more thorough understanding of the supporter's donation journey.
- Collaborate with marketing and brand colleagues to ensure campaigns are on brand and meet digital marketing best practice
- Collaborate with the digital products team to develop the digital fundraising user experience
- Scale up digital reporting metrics and use meaningful data and insights to drive positive change across digital fundraising activities
- Upskill the fundraising team on digital fundraising best practice
- Work with the data protection team to ensure all digital activity is compliant
- Develop opportunities to hold two-way conversations with supporters, building engagement and trust
- Build and develop strong strategic relationships with digital agencies
- Manage and monitor the Digital budget and forecast income and expenditure for the year ahead as part of the planning round

Additional Accountabilities

- Contribute to the integration of activities between Individual Giving and other teams where there is opportunity to do so
- Ensure Gift Aid, data capture and consent opportunities are maximised online
- Maintain links with other Digital Marketing managers within the sector and

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outside to stay current with latest developments and regulations relating to digital marketing and donor development activities

General responsibilities

- Actively encourage and support member involvement within Crisis
- Develop an understanding of homelessness and Crisis' aims
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required
- Respect and meet professional standards published by the Institute of Fundraising and the Fundraising Regulator

Person Specification

Essential

1. Extensive experience of strategy and planning of large-scale digital marketing programmes including donor acquisition across a range of digital media
2. Detailed knowledge of digital marketing techniques
3. Detailed knowledge of online attribution processes and models
4. Knowledge of relevant legislation and regulation affecting digital fundraising and direct marketing
5. Experience of managing external marketing and creative agencies
6. Experience of managing large and complex expenditure budgets
7. Excellent written and verbal communication skills
8. Analytical skills, excellent attention to detail and familiarity of handling numerical data
9. Experience of line management
10. Ability to work under pressure and to tight deadlines and if needed, outside office hours
11. Commitment to Crisis' purpose and values including equality and social inclusion

Desirable

1. Membership of a professional digital marketing or fundraising body e.g. IDM, CIM, IoF

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives

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in your application and if shortlisted, during the interview too.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the Crisis Values that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some

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examples might be that you have strengthened your examples using the STAR technique.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.