

## **Job Description & Person Specification**

Job Title: Digital Fundraising Manager  
Contract: Permanent  
Hours: Fulltime  
Location: Flexible, with time in the London (Hammersmith) Office  
Salary: £35,000- £40,000 per annum plus benefits

### **Digital Fundraising Manager**

#### **About Starlight**

Starlight is the national charity for children's play in healthcare.

We support children to experience the power of play during treatment, care and recovery from illness in more than six hundred healthcare settings across the UK. Play is integral to the wellbeing of children and can make hospitals and hospices feel more welcoming, safe and a good place to thrive, ensuring children live every day even when they are sick. We know that the highest attainable standard of health can only be realised if children are supported to engage in play in hospital.

Play is often overlooked or trivialised in the healthcare system, and play professionals are undervalued and under resourced despite the contribution they make to children's wellbeing and the efficiencies they deliver in the NHS. Play is a vital way children gain agency in their treatment, a sense of autonomy and control; and is an important way to express thoughts and feelings in a healthcare setting.

We believe that children's healthcare services should fully reflect the importance of play to their health, wellbeing, resilience and recovery, and that every child who is an inpatient should have daily play opportunities, appropriate to their condition, supported by dedicated play staff. We aim to enable all children in the UK to have their right to play protected and provided for when they are receiving healthcare – in or out of hospital.

#### **Our Culture**

We believe that our success depends upon focusing on our purpose and business results and taking individual responsibility for a culture where everyone can belong, feel safe and thrive. Our values are the agreed standards that govern our behaviour and are central to our decision-making and the choices that we make. Our development programme focuses on individual awareness of our own values, strengths, and preferences – essentially what makes us who we are – to help all colleagues think for themselves, manage their environment, and make appropriate, balanced decisions for themselves, others and Starlight. We believe that our strength is in our differences and constantly strive towards an authentic workplace culture with equity, diversity, and inclusion as central principles.

## OUR VALUES

**"Our standards and the environment we create through our behaviours"**

**Responding to the world around us**



We are inspired by the changes in the world around us. We have the freedom and courage to try something new, always learning and adapting to people's needs. It means trying stuff out, seeing what happens and pushing our boundaries.

**Working together for our purpose**



We aim high, think big, are imaginative and curious in everything we do. We celebrate our achievements, and we help and support each other when challenges come. We all play our part in our purpose and have fun along the way.

**Taking the time to understand**



We take the time to understand ourselves and our impact. We actively listen, seeking to learn and understand from everyone's experiences in life. We are open to the opportunities and possibilities this awareness brings to ourselves, others, and Starlight.

**Trusted to be our best**



The trust we have in each other, and our purpose guides our decisions, choices, and actions. When we are trusted our confidence grows, we ask for help, and we feel safe to be who we are. In any situation we say 'we' rather than 'they'. Most of all we trust in the Power of Play for children and adults alike.

## Our Strategy and the Digital Fundraising Manager

Our recently published report ["Reducing Trauma for Children in Healthcare"](#) clearly demonstrates the link between the experience of trauma in healthcare and the impact on the long-term mental health and well-being of children and young people. It also demonstrates the significant inequalities in access to play in healthcare settings across the UK as a result of a lack of play standards and guidance and most important of all, designated budgets for play. There is an urgent need for wider distribution of Starlight services if we are to redress these inequalities and to achieve our ambition to enable all children in the UK to have their right to play protected and provided for when they are receiving healthcare – in or out of hospital.

We've been carefully thinking about how we can respond to a challenging and changing fundraising environment and use our resource most effectively to support and grow some of our most reliable income streams. At the same time we need to ensure that we are attracting more supporters to Starlight and giving them a playground of opportunities to be involved with Starlight in their own way.

We have created the new role of Digital Fundraising Manager to develop an evidence-based approach to digital donor acquisition and digital fundraising. Over the last few years

we have been testing new approaches and developing new campaigns and products like our digital playstore. We're now ready to take a more strategic approach to the development of digital campaigns for donor acquisition, as well as maximizing our digital fundraising opportunities.

## **Main Purpose of the Job**

This exciting role will work closely with the Director of Fundraising, Individual Giving Manager and Digital Marketing Manager to develop a strategy, plan and key performance metrics for digital donor acquisition and fundraising. Already expert and excited by digital fundraising campaign development, you'll have a unique combination of creative and business skills. These will enable you to create engaging digital content and through your expertise in paid search, google grants and paid social, optimise the ROI for Starlight in terms of donor engagement, acquisition, and income. You'll be curious and take time to understand how we're supporting children in healthcare settings which will enable you to create content that resonates with our key audiences. Finally, alongside strong interpersonal and collaboration skills, you will be proactive and results-driven with a 'can do' attitude to work.

## **Key Areas of Responsibility**

Your primary responsibility will be to strategise develop, and oversee digital campaigns aimed at acquiring new donors and maximising our digital fundraising efforts, with the ultimate aim of growing short and long term income. 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.

Developing and executing digital fundraising campaign strategies and developing a diverse portfolio of fundraising products using Starlight market research, donor analysis, data and insight to identify target audiences and create data-driven campaigns, as well as leading the content creation, copywriting and initial design concepts to attract and acquire new supporters and raise money from them.

- Supporting organisation fundraising campaigns, optimising paid advertising campaigns across various platforms, to attract new donors and supporters. These include - Google Ads, Facebook/social Ads, and other relevant channels.
- Leading the creation of persuasive and emotive ad copy and feeding into website content and social media posts to inspire engagement and ultimately donations, ensuring they maintain a compelling and consistent brand voice.
- Developing and monitoring appropriate analytics to generate comprehensive reports on key performance indicators, providing actionable insights for live and future campaigns.

- Managing campaign budgets, ensuring cost-effective allocation of resources to achieve fundraising targets.

## Person Specification

Requirement	Essential	Desirable	Evaluation
Experience of developing and managing successful digital marketing and donor acquisition campaigns in the charity sector	x		A
Voracious appetite and ability to create inspiring content, storytelling, products, and ideas that resonate with key audiences	x		A/I
Strong digital copywriting skills	X		I
Experience of Adobe Photoshop, Premier Pro, After Effects and other content creation software	X		A
Expertise in SEO marketing , CRM systems and analytical tools, using insights to inform communications.	X		A/I
Experience and expertise in paid advertising platforms and optimising campaigns for maximum ROI.	X		A
Experience of managing email communications.	x		A
Excellent organisation and coordination skills.	X		A
Commitment to personal development and able to manage your own environment and make appropriate, balanced decisions for yourself, others, and Starlight.	X		A/I
Solid IT skills (Microsoft Office) and the ability to work with databases.	X		I

## What we offer

The opportunity and environment to be yourself and be your best. To work within a team with play at its heart. To have flexibility in where you work and the hours that you work. Connection with our children, families and supporters at both Fundraising and Play events. Personal development through our strengths and self-awareness Development Programme. A competitive salary and benefits package including ability to work flexibly between home and

office, holiday entitlement of 25 days plus bank holidays increasing up to 30 days with service, office closed at Christmas in addition to holiday entitlement, matched pension contributions to 5%, life assurance, Vitality health cover, income protection, cycle to work scheme, season ticket loans.

## **To apply**

Please apply for this role through Charity Job, with your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role.

Closing Date: 20<sup>th</sup> June 2024

We are actively recruiting for this post on a rolling basis, allocation for interviews may happen as candidates apply, which may be before the closing date stated above. As we may interview before these dates, we reserve the right to close the role earlier if we receive a number of high-quality applications.

## **Additional Information**

### **Diversity Policy Statement**

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity, and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status. Starlight actively welcomes candidates from diverse backgrounds. If you are invited to an interview and need any adjustments made or have particular access needs, please let us know at that stage.

### **Shortlisting**

Starlight is an equal opportunities employer, and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted, we will contact you and invite you to attend an interview on or before the dates in this document, please let us know on application if you have any difficulty with the dates. You will also be advised at this point if there will be any skills test, presentations etc. We may appoint to the role before the stated closing date if a suitable candidate is identified.

### **Employment Checks**

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, enhanced DBS and two most recent references.