



Campaign Manager (Fundraising)



Location: Remote

\$ Salary: £45,000 - £50,000



Reporting to: Head of Supporter Journeys & Innovation



Contract: Full time, Permanent

Background

Social Mind are experts at using social fundraising to drive income and engagement. From product innovation, journey design and campaign builds to virtual event management, we support charities in delivering successful campaigns at scale.

Our fundraising platform, Social Sync, aims to revolutionise the sector with integrated social fundraising campaigns and behavioural, omni-channel supporter journeys. We empower charities to raise more money through integrated Facebook and white label fundraising pages, build stronger relationships with sophisticated, personal journeys and we unlock the supporter's potential with meaningful insights.

The Role

As Campaign Manager you will be responsible for the end to end planning, project management and delivery of multiple fundraising campaigns running simultaneously for our charity partners.

You will lead on optimisation, testing and the implementation of strategic changes during live campaigns to maximise performance, whilst being responsible for the day to day management of a cross functional team.

You will be an innovative problem solver, confident working across multiple disciplines and comfortable working in a fast paced start up environment, operating decisively at pace with available resources.

Key Responsibilities

- Campaign Management:
 - Onboard clients effectively and on time, working closely with our Growth, Customer Success and Stewardship teams clearly managing roles, responsibilities and hand over points.
 - Collaborate with Customer Success team on campaign builds and ensure everything required is in place to launch on time.
 - Perform thorough QA and testing on campaign builds before go live.
 - Project manage campaign lifecycle, ensuring all deliverables and milestones are achieved, across multiple teams and functions including your direct reports.
 - Be technically proficient across multiple software platforms, maximising each in the delivery of exceptional and innovative supporter journeys.
 - Provide comprehensive and insightful post campaign analysis and evaluation to internal and external stakeholders.
- Fundraising:
 - Monitor and analyse campaign KPIs to ensure that they are met, working in collaboration with internal and external stakeholders to effectively strategise on performance.
 - Iterate, optimise and implement changes to improve live campaign performance.
 - Drive performance through the team that you will manage covering diverse areas of responsibility including marketing, ads, supporter journey and fundraising disciplines.
- Line Management:
 - Responsible for assigning tasks and deadlines to your team and their day to day workload.
 - Responsible for the quality of work delivered by your team and managing their performance.

- Responsible for the training and development of your team.
- Responsible for supporting your team and their long term professional development.
- Innovation:
 - Support Head of Supporter Journeys and Innovation with feasibility reports for new innovations and optimisations.
 - Advise and make recommendations on product roadmap to Head of Supporter Journeys and Innovation, and Head of Product based on learnings in campaign delivery.
 - Identify new requirements based on client feedback.
 - Lead on continuous improvement and optimisation of existing products and services in a test and learn environment.
 - Lead on identifying, testing and developing new products and services.

What You Will Do

- Own and oversee the project management of end to end campaign delivery.
- Collaborate with and build strong day to day working relationships with key internal stakeholders in Growth, Customer Success and Fundraising chapters.
- Manage and lead a team of fundraisers responsible for the design, build and delivery of seamless omni-channel, behavioural supporter journeys.
- Continuously review and analyse performance of journeys and the value that they add.
- Producing ongoing reporting for clients leading on formal campaign evaluations.

Skills and Knowledge

- Experience of managing a fundraising team.
- Experience of using innovation techniques to drive income growth.
- Experience of delivering and growing mass participation fundraising products.

- Proven ability to evaluate complex data, and understand market trends, to inform decision making.
- Experience of planning, managing and overseeing effective multi-channel campaigns, and knowledge of techniques for driving action and acquisition through digital channels.
- Experience of overseeing the delivery of outstanding supporter experiences at scale that increase engagement, fundraising rates, average value and other key metrics.
- Ability to understand client's objectives, offer product enhancements and present back learnings on tests.
- Strong working knowledge of Charity Law, Data Protection Law, The Fundraising Code of Practice, and other relevant marketing and fundraising standards across the UK.

Benefits

- 33 days of paid holiday (pro-rata) inclusive of Statutory Bank Holidays.
- Flexible working based on team hours.
- Enhanced maternity & paternity pay.
- Pension contributions.