



---

### **Job Description and Person Specification**

<b>Job title:</b>	Head of Digital and Mass Engagement (parental leave cover)
<b>Reports to:</b>	Deputy Director of Development
<b>Salary:</b>	£59,226 per annum full-time, plus up to 5% employee matched pension contribution
<b>Date call released:</b>	29 May 2024
<b>Deadline for applications:</b>	23 June 2024
<b>Start date:</b>	Mid October 2024
<b>Duration:</b>	This is a fixed term contract covering parental leave for approximately 9 months

---

### **About Reprieve**

Reprieve is a UK charity founded in 1999. Reprieve uses strategic interventions to end the use of the death penalty globally, and to end extreme human rights abuses carried out in the name of “counterterrorism” or “national security”.

Reprieve works with the most disenfranchised people in society, as it is in their cases that human rights are most swiftly jettisoned and the rule of law is cast aside. Thus, Reprieve promotes and protects the rights of those facing the death penalty and those who are the victims of extreme human rights abuses carried out in the name of “counterterrorism” or “national security”, with a focus on arbitrary detention, torture, and extrajudicial executions.

Reprieve’s main office is in London, UK. Reprieve also supports full-time Fellows, who work as lawyers, investigators and campaigners in the countries in which we work. We work closely with a number of partner organisations in jurisdictions all over the world, who provide access to clients, expertise, knowledge and guidance on specific issues or regions. We work in cooperation with relevant government officials, individual lawyers and human rights defenders, as well as individual, corporate and foundation funders to further the cause of our shared goals.

Reprieve works in close partnership with its independent sibling organisation Reprieve US. This collaboration is mutually beneficial to both Reprieve and Reprieve US as it enables each organisation to work more effectively and take advantage of the strategic locations to increase the impact of our work.

### **The Role:**

This is an exciting opportunity to join the Reprieve team as our Head of Digital and Mass Engagement covering parental leave. With the support of the Deputy Director of Development, you will lead our fast-moving and creative Mass Engagement Team, who power fundraising across multiple channels. They do this by engaging and building a community of supporters and running campaigns that inspire people to support our work.

# REPRIEVE

As a dynamic leader, you will oversee this area of our work by delivering and implementing Reprieve's recently launched Mass Engagement strategy. You will work closely with colleagues across the organisation, as you lead digital campaigns that mobilise Reprieve's existing community (currently about 95,000 people in the UK and 9,000 in the US) while inspiring others to join the movement.

Our Mass Engagement work is at a pivotal moment. Reprieve's income from the general public through regular and individual giving, generated largely by email fundraising, has experienced a drop, with many of our supporters understandably reassessing their charitable giving in the face of the economic crisis.

In response to this new context, Reprieve is launching its new strategy and investing creatively to ensure sustained engagement and growth of our incredible community of supporters. Joining the team at this key moment, you will be energised to bring your skills, experience and knowledge to implement and deliver these plans, testing opportunities to diversify and grow the programme.

The Mass Engagement team works closely with the wider Development Team, each area supporting the other to reach their objectives. You will work to ensure opportunities for collaboration are explored, and that the Mass Engagement programme can be used as a pipeline bringing new high value supporters to the attention of the wider team.

## **About you**

You will have a deep level of skill and expertise in digital fundraising, campaigning and content creation, with demonstrable experience of using email to fundraise alongside a range of complimentary tools and tactics to grow digital engagement and income.

You will have experience managing a budget and making decisions about the best use of resources to deliver income targets, and in turn, support Reprieve to end extreme human rights abuses and the death penalty worldwide.

You will have management experience and will foster an aspirational and creative environment within your team, while working across departments to ensure our digital work reflects organisational values, priorities and objectives. You will be able to demonstrate that you can oversee complex work streams and competing priorities, while supporting, inspiring and empowering your team to achieve targets.

Your passion in engaging people in the work of Reprieve; centring the hopes, needs and experiences of people we exist to support, supporting the work of our courageous partners and in furthering Reprieve's mission, will be evident. You will share our [commitment](#) to fighting against racism and advancing racial justice, and understand our responsibility to do our work in a way that does not compound racist structures.

# REPRIEVE

---

## **Responsibilities**

**Leading the Mass Engagement team and working in coordination with the Development, Casework, Advocacy and Media Teams, you will:**

### **Oversee the Mass Engagement Strategy and budget:**

- Implement the new Mass Engagement strategy to deliver on key fundraising and campaigning objectives, maximising Reprieve's existing, successful approaches, while testing creative, and new opportunities for multi-year fundraising growth.
- Effectively manage the Mass Engagement income & expenditure budget to ensure a sustainable source of income for Reprieve, making the best use of resources and accurately forecasting income.
- Provide regular statistical and financial analysis on the effectiveness of the Mass Engagement Strategy to both ensure an agile approach and inform long-term plans and organisational learning.
- Support the Data and Insight Officer where needed to oversee the accurate reconciliation and recording of digital donations.
- Identify opportunities for Reprieve to amplify our message with new audiences and boost our profile with target stakeholder groups.
- Taking a test and learn approach, you will trial new channels and offers to grow the Mass Engagement programme and reduce levels of risk.

### **Strategically lead and manage team:**

- Assume the role of a proactive leader, offering consistent guidance and direction to the Digital Acquisition Officer, Supporter Engagement Officer and Data and Insight Officer.
- Oversee the workload of the team, ensuring optimal utilisation of resources and efficient management of their capacity.
- Conduct frequent team and management meetings and check ins aimed at providing constructive feedback, fostering a supportive environment, championing the accomplishments and offering valuable guidance to team members.
- Ensure that colleagues across Reprieve, partner organisations and clients understand the work and impact of your team and are involved in the development of campaigns.
- Work closely with others across the organisation and more widely to design processes and ways of working which enable the team to create engaging, imaginative content while reflecting Reprieve's values and objectives.

### **Deliver a calendar of high performing communications**

- Support the Supporter Engagement and Digital Acquisition Officers to deliver a compelling and creative calendar of supporter communications and campaigns across Reprieve channels.

# REPRIEVE

- Build and manage relationships with teams across Reprive to understand the motivating aspects of Reprive's work and aid the development of fundraising and campaigning propositions.
- Work collaboratively to ensure campaigns and fundraising content reflect Reprive's values, and are in line with our ethical and legal obligations to clients and partners, including by facilitating effective internal sign off processes for planned and reactive contact.
- Ensure that our campaigns and digital engagement centres the voices of/tells the stories our clients in an empowering, thoughtful and ethical way.
- Oversee and/or design digital, graphic and video content within Reprive or in collaboration with agencies and consultants.

## **Boost the Mass Engagement programme through testing, diversification and insight driven fundraising:**

- Following the strategic plan, trial new platforms and opportunities, working in an agile manner to ensure the programme is flexible and adaptable.
- Work with the Digital Acquisition Officer to optimise the website's SEO performance, aiming to attract and convert organic visitors effectively.
- Work with the Supporter Engagement Officer and Data and Insight Officer to deliver an insight driven approach to fundraising using segmentation and targeting.
- Track learnings drawn from campaigns and AB Testing to ensure learnings are applied to future comms and appeals.
- Design and deliver effective supporter journeys across all channels to ensure supporter conversion and retention, and to maximise growth in income from regular and individual giving supporters.

## **Digital platform management**

- Project manage the website to ensure continual improvements, managing site developments, internal stakeholder consultations and external supplier relationships.
- Oversee Reprive's social media channels, ensuring a schedule of regular engaging, dynamic content.
- Work with the Data and Insight Officer to ensure that the supporter database is clean and accurate.
- Ensure data is used and campaigns are delivered in a legally compliant and ethical way.
- Ensure the team is using platforms such as Engaging Networks, Stripe, RSM 2000, Facebook Business Manager and more in the most efficient way to drive up engagement and donations.

## **Other**

- Undertake special projects from time to time, particularly where such projects have an overall fundraising or campaign focus.
- Represent Reprive at our programme of special events as necessary.

# REPRIEVE

- Keep abreast of developments in the digital and fundraising environment, including trends, best practice and changing legal requirements and obligations.

## **Key Contacts**

Reporting to the Deputy Director of Development, the Head of Digital will line manage the Digital Acquisition Officer, Supporter Engagement Officer and Data and Analysis Officer and will work closely with the Senior Management Team; the wider Development team and casework and media staff.

## **Length and Salary**

The annual salary is £59,226 per annum less any required deductions for income tax and national insurance. This is an approximately 9 month fixed-term contract to cover parental leave, beginning in mid-October.

Reprieve works across a number of jurisdictions; as such, this is a role that may require work outside of core office hours from time to time.

**Reprieve operates a hybrid working model and we require staff to work a minimum of 2 days a week from the London office and the rest of the week from home.**

Reprieve is proud to have an open and transparent pay structure, governed by a 2:1 pay ratio between the highest-paid member of staff and the lowest-paid member of staff. We are a flexible employer and offer a range of nonfinancial benefits to employees. We welcome applications from a range of backgrounds. You can learn more about Reprieve's salary structure and ethos here: <https://reprieve.org/uk/our-governance/our-pay-structure/>

Reprieve is an equal opportunity employer and we particularly welcome applicants from Black and minority ethnic communities, members of the LGBTQI community, and those with disabilities. Reprieve is committed to fighting racism and advancing racial justice, both in our work and within Reprieve. For more information please see our Equality, Diversity and Inclusion Statement here: <https://reprieve.org/uk/equality-diversity-inclusion/>

## **To apply:**

Please complete the application form on our website and send it as a word document to [applications@reprieve.org.uk](mailto:applications@reprieve.org.uk) by the deadline above. Please ensure the subject line "Head of Digital and Mass Engagement- your name" is used. Please also indicate where you saw the post advertised in your email.

## **Person Specification**

# REPRIEVE

CRITERIA	Essential	Desirable
A genuine interest in human rights and a commitment to Reprieve's goals	✓	
A genuine passion for raising money and building campaign movements	✓	
Current right to live and work in the UK	✓	
Experience leading high performing, multi-disciplined teams to achieve their objectives and feel supported in their work.	✓	
At least five years' experience playing a leadership role in a specific Digital, Individual Giving or Mass Engagement area	✓	
Ability to identify, test and scale up new income streams and products	✓	
Proven experience of delivering impactful strategies within a charity to maximise income	✓	
Experience designing digital acquisition plans and delivering lead generation campaigns at a low cost per lead	✓	
Experience of fundraising and campaigning in a US context		✓
Excellent copywriting, communication and editing skills – particularly in terms of explaining complex legal and structural issues in an accessible and readable manner	✓	
Experience of working cross departmentally, including familiarity with sign off processes and excellent judgment when consulting with team members and other internal stakeholders	✓	
Demonstrably strong interpersonal and communication skills	✓	
Ability to be agile, and experience of working in a fast paced organisation	✓	
Sound judgment and discretion with respect to highly confidential and sensitive information	✓	
A passion for data and experience of analysing data to inform strategic decision making	✓	
Working knowledge of GDPR regulations	✓	
Enthusiasm for, and ability to, create content in house and on a small budget using Adobe Photoshop,		✓

# REPRIEVE

Illustrator, InDesign and/or After Effects		
Experience editing HTML and CSS code		✓
Experience with other coding languages		✓
Experience managing websites, including using WordPress and editing DNS records		✓
Experience using Google Analytics, Google Tag Manager and Google Ads to support your work	✓	
Experience managing organic social media platforms and reporting on analytics	✓	
Experience of working with fundraising and campaigning platforms, donation CRM systems and payment gateways (Engaging networks, Raisers Edge, Stripe, RSM 2000 preferable but not essential).	✓	
Experience of working with or campaigning on issues involving individuals who have become vulnerable and sensitive contexts.		✓