



## JOB DESCRIPTION

<b>Job Title:</b>	Digital Fundraising and Marketing Manager
<b>Reporting to:</b>	Head of Marketing and Communications
<b>Key relationships:</b>	All IGM Teams Finance Team

## JOB SUMMARY

The Digital Fundraising and Marketing Officer will play a key role in enhancing the charity's online presence, leveraging our digital channels to drive awareness of the impact, and need to engage both existing and potential supporters in fundraising initiatives and putting the donor at the centre of what we do.

The Digital Fundraising & Marketing Manager will lead, and project manage several online projects and campaigns each year and will be key to improving the way the charity fundraises digitally through for both fundraising and brand awareness.

You will help the team offer outstanding supporter care and a seamless user experience, engaging in the organisation to maximise lifetime value.

You will work closely with the Head of Marketing, the Head of Mass and across the whole income generation team and anyone who leads with digital subscribers.

### You will need:

- To focus on increasing income from digital fundraising and marketing activities year on year.
- To lead the development of our digital fundraising, focusing on email marketing and paid advertising and paid advertising on social channels.
- To maximise supporter engagement, conversion, retention and giving levels online.
- To produce engaging content to be used across digital channels.
- To monitor, analyse and report on key performance indicators to evaluate digital campaigns by using google analytics.

### Key responsibilities:

- To work with colleagues across the fundraising and marketing and communications teams to collate an overall digital fundraising plan, including priorities, communication channels, and measures of success.
- Develop, create and implement multichannel digital fundraising campaigns, working with the relevant fundraising team (High Value, Community and Engagement and Individual Giving) as well as supporting the marketing team with an 'always-on' campaign.
- To monitor new digital fundraising opportunities, agreeing tests with managers subject to budgets, and reporting on performance.
- Evaluate, assess and adjust campaigns against digital fundraising and marketing key goals.
- Together with marketing improve the website as a tool for fundraising and supporter engagement, focusing on the creation and development of landing pages, donation forms, and supporter actions.



- Create engaging, impactful, and creative content to support fundraising and marketing campaigns for paid and organic digital and social media activity maximising engagement levels and income growth whenever possible.
- Proactively suggest new initiatives to create more fundraising opportunities and identify new tactics.
- To lead ongoing strategic and operations testing across emails and digital fundraising to optimise fundraising for Haven House
- Produce high-quality, timely and inspiring emails for donors and supporters, to increase income and engagement.
- Devise and manage innovative social media campaigns to increase social engagement, ensuring suitable mechanisms are in place to effectively evaluate their success.
- Work with website developers to implement Google Analytics and Facebook tracking across the website and third-party tools.

## **General**

1. To promote and live the Haven House values of Compassionate, Professional, Respectful and Safe.
2. To work with colleagues across the hospice as part of the Haven House 'One Team' approach.
3. To conduct yourself in line with the Haven House cultures and behaviours at all times, acting as an ambassador for the hospice.
4. To contribute towards a culture of continuous improvement to help drive our service to Outstanding.
5. To offer flexible support for the work of the organisation, with a flexible approach to new duties and responsibilities as needed to support our vision, mission and values.
6. To ensure the security and confidentiality of donations and data, complying with GDPR and other charity laws and industry best practices
7. Maintain confidentiality in all areas of work at Haven House

This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual performance process.

Haven House is committed to Equal Opportunities in Employment and therefore it is our aim to ensure that no applicant or employee receives less favourable treatment on grounds of gender, disability, religion, race, colour, sexual orientation, and nationality, ethnic or national origins or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. Haven House is responsible under the existing equality and diversity legislation to ensure equality issues are promoted and you are expected to work with Haven House to fulfil these obligations, policies and codes of good practice.

Employees must take reasonable care and be aware of the responsibilities placed on them under the Health & Safety at Work Act (1974) and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, patients and visitors.

## Person Specification

	Essential	Beneficial
Proven practical experience in a digital fundraising role	X	
Creating engaging and informative content across a range of digital channels with excellent copy writing skills (social and email)	X	
Creative thought process towards solving specific challenges and leading new initiatives from creation to completion	X	
Planning and delivery of marketing or fundraising projects	X	
Experience of creation viral, event-based and other cross-departmental campaign		X
Good digital analytical skills and the ability to spot trends and opportunities within digital fundraising	X	
Ability to understand internal needs and to translate these into a digital project/programme	X	
Up to date with latest social media trends	X	
Knowledge and use of relevant software packages and tools including Excel, Word, Google Analytics	X	
Must have proven strong organisational skills - able to deal with changing priorities and pressure, with proven time management skills and attention to detail.	X	
Familiarity with the requirements and practice of GDPR and how these should be followed to maximise success for fundraising and marketing.	X	
Self-motivated with good team working skills, as well as the ability to work independently.	X	
Commitment to Haven House Children's Hospice vision, mission and values.	X	
Educated to degree level or equivalent professional qualification.		X
Project Management training.		X
Build and manage supporter journeys which have had proven success for the charity.		X