



Job Description

Digital Marketing and Fundraising Senior Officer

Reports to:	Head of Working with Communities
Purpose:	Develop and implement a digital strategy to amplify our work and grow support for rivers in the South East.
Responsible for:	No line management responsibilities
Location:	We operate a hybrid working policy. This role will be based at home, with some time in the office and on site with travel across the SERT area, our office is in Leatherhead. Potential for occasional travel throughout the UK.

The role

We are looking for a proactive and passionate individual with a strong background in digital marketing and fundraising to help us bring rivers back to life.

Our rivers face more threats than ever. SERT's Working with Communities Team educates and engages local communities and other stakeholders who have the power, influence (and money!) to help make our rivers thrive again. This role will play a key part in making this happen by helping us reach more people from a wider range of audiences, and connecting them to the issues facing rivers, the solutions that will make a difference and by raising our profile in the expert delivery of them.

This new role within our Working with Communities Team will develop and implement a digital strategy to amplify and support SERT's presence through increased brand profile, supporter acquisition and engagement and donated revenue. This will involve creating and managing online marketing and fundraising campaigns for the Trust across our digital platforms that grow support for our mission, generate income, reach new audiences and promote the value of the South East's rivers.

The role will refine the Trust's existing supporter journey to increase donor revenue making use of its established channels (organic social media, newsletter, website) as well as researching and implementing new channels such as paid advertising, SEO, online campaigns (including crowdfunding) and new social platforms.

You will also find creative and compelling ways to talk about our work, share case studies and successes and make our website the go-to resource for expert and inspiring information about rivers and how to help them.

The ideal candidate would have a background in marcoms and fundraising for non-profits, be a compelling storyteller, and be highly confident and competent in digital communications.

Key duties and responsibilities

- Develop and implement a Digital Fundraising and Engagement Strategy, driving SERT’s digital presence through increased brand profile, supporter acquisition and donor revenue.
- Monitor the success of digital engagement and fundraising using analytics, reporting against core KPIs.
- Manage and create daily organic content on social media and website to ensure we retain and attract supporters from a diverse range of people and communities.
- Work with the Trust’s web designer to further develop and improve the SERT website with particular attention to increasing visitor engagement with their local river.
- Manage the Trust’s email platform (MailChimp), creating engaging content to attract new audiences, and move subscribers along the supporter journey.
- Work with the Working with Communities Team to improve the supporter journey through education and engagement events, devising strategies to convert supporters to donors on the ground.
- Create integrated and branded fundraising content and donation facilities via:
 - Social media and website
 - Email marketing
 - Printed materials
 - Education and engagement events
- Collate a bank of case stories, photos, quotes, testimonials for publicity and media feed.
- Manage PR and media enquiries; create press releases in collaboration with team members and project teams.
- Keep informed of latest digital fundraising trends and tools.
- Ensure all strategies are compliant with GDPR and data privacy principles.
- Manage digital marketing and communications on a shoestring, being creative and resourceful to generate impact on a limited budget. about the use of platforms and available.

Competencies

Please keep this list of competencies in mind, together with the Trust’s core values when completing your application. Knowledge, experience, skills and aptitudes will be assessed through the application process and at interview.

Requirements	Essential	Desirable
Training & Experience		
Solid fundraising experience. This could be through any of the following: public donations, legacy giving, major donor cultivation, online campaigns including crowdfunding, sponsorship and corporate events.	X	
Experience of Google analytics and tracking/measuring success.	X	
Proven experience using email systems (Mailchimp) to gain supporters and donors	X	
Experience of editing and managing CMS websites, ideally Wordpress.	X	
Experience of similar role within environmental sector.		X
Knowledge & Understanding		
Advanced knowledge of digital platforms and their advertising/fundraising capabilities: X, Facebook, Instagram, Google etc.	X	
Understanding of and passion for protecting nature.	X	
Knowledge and understanding of the issues affecting rivers and the aquatic environment.		X
Good knowledge of fundraising best practice, current trends and regulations.		X
Skills & Personal Attributes		
Engaging communicator with Impeccable storytelling and persuasive writing.	X	

A team player, able to build good working relationships both internally and externally.	X	
Good organisational and time management skills.	X	
A creative mindset with the ability to think outside the box and try something new.		X
Miscellaneous		
Commitment to equality of opportunity	X	
Full driving licence and vehicle which can be used for work purposes, and happy to drive a van.		X
Suitable, safe home working environment	X	