



## **JOB DESCRIPTION**

<b>Job Title</b>	Digital Fundraising Manager
<b>Location</b>	33a Islington Park Street, London N1 (Hybrid / Office)
<b>Mission</b>	Medical Aid for Palestinians (MAP) works for the health and dignity of Palestinians living under occupation and as refugees. MAP is the leading UK charity delivering health and medical care to those worst affected by conflict, occupation and displacement, in the occupied Palestinian territory (oPt) and Lebanon.
<b>Job Purpose</b>	To develop a high-performing digital fundraising Programme that drives and stabilises increased fundraising performance across various digital channels and techniques.
<b>Hours</b>	Full-time
<b>Reporting to</b>	Head of Individual Giving and Legacies
<b>Key Internal Relationships</b>	fundraising Managers, SMT, all MAP teams
<b>Key External Relationships</b>	Agency partners – creative, digital agency and donation platform providers, supporters, and database support agencies
<b>Contract</b>	Permanent

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

## **KEY RESPONSIBILITIES**

### ***Leadership and strategy***

- Build and inspire a high-performing, results-oriented team focused on delivering sustainable income to maintain and build on recent digital growth.
- Hire, performance manage, support and develop a Digital Fundraising Officer.
- Lead the development and delivery of Individual Giving strategies for acquisition and retention, leading on MAP's digital fundraising strategy.
- Develop MAP's digital channels, propositions and products year-round, playing a vital role in delivering multi-million-pound integrated campaigns during Ramadan and Winter.
- Promote agile working practices within the team to enhance flexibility, responsiveness and continuous improvement.

### ***Campaign planning & Performance***

- Collaborate with Head of team and peers to develop team plans aligned with the Fundraising strategy.
- Manage the team to create and optimize insight-driven, supporter-led campaigns.
- Implement and iterate MVPs for digital campaigns to test and learn rapidly, ensuring timely scaling of successful products and initiatives.
- Ensure processes and systems are in place to track and meet KPIs, including the development of robust testing plans to optimize campaigns based on evidence.
- Manage and motivate a range of agency partners and suppliers.
- Ensure compliance with relevant fundraising legislation and stay updated on changes in relevant thinking and laws.

### ***Innovation***

- Lead the investigation, testing, and implementation of digital innovations and improvements for current and new products and platforms, using agile methods to test and learn with efficiency.
- Explore international digital market growth opportunities.
- Conduct horizon scanning and analysis, both internally and externally.
- Foster a culture of innovation within the team, encouraging creative thinking and calculated risk-taking to drive performance.

### ***Budget Management***

- Create annual budgets for the Individual Giving programme, setting income and expenditure targets across a portfolio of products, projects, and campaigns with support from the Head of team.
- Manage the digital budget, including reporting on management accounts, reforecasting, and assessing risk levels.
- Use performance metrics to inform budget allocation decisions, balancing growth and adequate ROI.

### ***General Responsibilities***

- Support the mission, ethos and values of MAP.
- Support and promote diversity and equality of opportunity in the workplace.
- Maintain and improve competencies through continuous professional development.

## **PERSON SPECIFICATION**

### ***Experience***

- Relevant experience in fundraising and/or marketing, with expert knowledge of digital marketing – including digital supporter journey development and end-to-end management of campaigns for paid social, search, display/PPC and digital PR.
- Experience in creating and managing large-scale, multi-channel, audience and data-led fundraising and/or marketing campaigns with evidence of income growth across digital channels.
- Strong track record in developing digital marketing strategies and applying best practice in marketing communications.
- Experience in strategic planning, project management, budgeting and forecasting.
- Experience of managing external stakeholders and agency partners – including creative, digital and donation platform providers.
- Experience in analysing and presenting data for informed decision-making, as well as leading others to develop testing plans, optimise campaigns, and openly share failures and successes.
- Demonstrable ability to champion agile practices, with experience in iterative development and the implementation of MVPs (Desirable).
- Experience leading an international digital marketing or fundraising Programme (Desirable).

### ***Knowledge, skills and abilities***

- Able to confidently analyse results, digest complex data, and extract key insights to inform strategies and campaigns.
- Expertise in digital communication, with a supporter-centric approach.
- Enjoys working in a fast-paced, agile manner, acting on learnings throughout campaign/product development and delivery.
- Able to balance short and long-term priorities and manage opportunities and risks.
- Effective management and leadership skills, with experience of line management.
- Highly proactive - excellent at networking, communicating, and influencing.

### ***Education/training***

- Relevant digital marketing qualification and/or equivalent experience.
- Expert digital skills across platforms and the ability to keep up to date with the latest digital innovations.

### ***Personal attributes and other requirements***

- Commitment to maintain high standards to promote trust and confidence in MAP's fundraising initiatives.
- Commitment to anti-discriminatory practice and equal opportunities.
- Commitment to the aims, values and ethos of MAP.
- Ability and willingness to work weekends/evenings in emergencies, and to travel overseas where necessary.
- Commitment to a zero-tolerance policy on sexual exploitation & abuse/safeguarding. Commitment to upholding the rights of people facing disadvantage and discrimination.

*Note: We encourage all interested applicants to apply even if they don't meet all criteria in the person specification.*