



JOB DESCRIPTION

Job Title	Digital Fundraising Officer
Location	Hybrid – homeworking/office - 50 Featherstone Street, London, EC1Y 8RT
Mission	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.
Job Purpose	Play a pivotal role in the planning and delivery of MAP’s digital fundraising programme, in line with our ambitious five-year organisational vision and Individual Giving strategy. This role will form a key part of a new and growing team responsible for the delivery of successful digital fundraising campaigns, reporting on digital marketing performance, supporter journey development and new product/channel discovery.
Contract	Permanent
Hours	Full-time, 35 hours per week
Reporting to	Digital Fundraising Manager
Key Internal relationships	Managers and officers in the Fundraising & Marketing team, colleagues in MAP’s programmes, communication, advocacy and campaigns team.
Key External relationships	Digital and creative agency partners and suppliers.

This job description does form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

Duties and key responsibilities:

Planning and management of digital advertising campaigns

- Work with the Digital Fundraising Manager and agency partners to plan, execute and optimise MAP's paid digital fundraising activity.
- Work with colleagues in the communications team to source compelling stories and impact stats suitable for digital advertising content.
- Develop a digital advertising content plan that compels prospects to donate, act with and continue supporting MAP.
- Support with the development of audience segmentation and testing plans across MAP's key digital fundraising platforms.
- Support in trialling new paid digital advertising product tests, namely lead generation campaigns.

Reporting and insights

- Support the Digital Fundraising Manager on reporting and internally communicating the impact of MAP's digital advertising activities.
- Support on ensuring MAP's digital analytics tags are working as desired, with the help of agency partners.
- Support in compiling a monthly digital fundraising report to be shared amongst the wider MAP team.
- Work with the Fundraising Operations Team to ensure appeal coding follows set naming conventions and is trackable in our CRM.

Supporter journeys and website content management

- Develop and manage key fundraising landing pages across MAP.org.uk, championing a/b testing and CRO best practises.
- Work with MAP's content manager to develop compelling fundraising storytelling content on MAP's website.
- Support the Digital Fundraising Manager in the management of MAP's key donation platform – Fundraise Up.
- Help to manage MAP's online Zakat giving process, improving the Zakat giving journey where possible.

Invoice processing and administration

- Work with colleagues in finance to process invoices from agency partners and key ad platforms like Meta ads and Google ads on a monthly basis.
- Audit and manage user access to all MAP's digital advertising and analytics platforms, ensuring passwords are safely stored and appropriate levels of access are given to colleagues and agency partners.
- Conduct 'housekeeping' audits on live digital ads accounts and feedback areas in need of attention to the Digital Fundraising Manager and our agency partners.

Person Specifications:

Experience / Knowledge

- Experience in developing content plans to support paid digital fundraising activity on key channels like Meta ads and Google Ads.
- A successful track record of managing paid digital campaigns and working closely with paid digital agency partners.
- Ability to use analytics platforms like Google Ads Manager and GA4 to measure and report on paid digital campaign performance.
- Some experience in building and a/b testing landing pages to optimise conversion rates.
- Working level of understanding as to the role of digital analytics tags, how they are managed and utilised to track marketing performance.
- Experience in managing online donations platforms, for example 'Fundraise Up'.
- Experience in working on Ramadan and Zakat giving campaigns: desired not essential.
- Experience working in an emergency fundraising environment: desired not essential.

Skills

- Strong relationship building skills.
- An eye for digital storytelling and ability to work with colleagues to source content with the intention of using it in paid digital advertising activity.
- A developed understanding of the paid digital marketing landscape.
- Working experience of using platforms like GA4, Facebook ads Manager and Google Ads manager.
- A creative and analytical thinker who is happy to work in a role with competing priorities.
- Ability to extract relevant insights from digital data and communicate that concisely and effectively.
- An understanding of the role that email, SMS and offline channels play in support journeys and maximising supporter LTV.

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
- Commitment to upholding the rights of people facing disadvantage and discrimination.
- Ability and willingness to work weekends/evenings in emergencies, and to travel overseas where necessary