

Senior Fundraising Acquisition Executive – (Digital Focus)

Ending extreme poverty – whatever it takes

Concern Worldwide encourages all qualified candidates, irrespective of gender, ethnicity and origin, disability, political beliefs, religious beliefs, sexual orientation, or socio-economic status to apply to become a part of the organisation. Concern is against all forms of discrimination and unequal power relations, and is committed to promoting equality.

WHO WE ARE

We are an international humanitarian organisation that strives for a world free from poverty, fear and oppression.

We deliver life-saving and life-changing interventions to the world's poorest and most vulnerable people. From rapid emergency response to innovative development programming, we go to the hardest to reach places to make sure that no-one is left behind.

With almost 4,500 staff of more than 50 nationalities, Concern operates in 25 of the world's poorest countries, helping people to achieve major and long-lasting improvements in their lives.

OUR VISION FOR CHANGE

A world where no-one lives in poverty, fear or oppression; where all have access to a decent standard of living and the opportunities and choices essential to a long, healthy and creative life; a world where everyone is treated with dignity and respect.

OUR MISSION

Our mission is to help people living in extreme poverty achieve major improvements in their lives which last and spread without ongoing support from Concern.

To achieve this mission, we engage in long term development work, build resilience, respond to emergency situations, and seek to address the root causes of poverty through our development education and advocacy work.

Job Title: Senior Fundraising Acquisition Executive – (Digital Focus)

Reports to: Supporter Acquisition Manager

Direct reports: N/A

Internal partnerships:

Job Location: London/Belfast (Hybrid)

Concern operates a hybrid mode, staff are expected to come into their base office once per week. Staff are also able to flex their start and finish times between the hours of 7am to 7pm daily.

Contract Length: Full time, permanent

Pay band: GB6

London: £43,250 - £48,055

Belfast: £40,222 - £44,691

The successful post holder will be required to complete a criminal records self-declaration form.

Benefits

- 25 days' annual leave, pro-rated for part-time employees.
- Office closure between Christmas Day and New Year's Day
- Flexible hours and hybrid working
- Annual leave purchase scheme
- Enhanced parental leave pay
- Stakeholder pension
- Season ticket loan
- Cycle scheme
- Life assurance
- Access to Employee Assistance Programme (EAP)

Details of our benefits could be found on our website:

<https://www.concern.org.uk/working-concern-worldwide-uk>

Job Purpose:

The importance of this role is key as we rebalance our investment into digital channels to acquire new supporters. The person in this role needs to demonstrate hands-on digital expertise, measurable fundraising impact, strong analytical and project management skills, and compliance awareness. The predominant focus of the role will be investment in and growth of acquisition via digital channels but will also include acquisition via connected and addressable TV, and some offline channels – particularly to support acquisition in an emergency. This role focuses on planning, delivering, and evaluating fundraising activities (primarily, but not limited, to digital) that inspire donors, acquire new supporters, and maximise lifetime value.

Main duties & Responsibilities:

Strategy & Planning

- Support the development and delivery of the organisation's digital fundraising strategy.
- Identify opportunities to grow income through new digital platforms, tools, and technologies.
- Work with colleagues across fundraising, communications, and marketing to align digital activity with wider organisational objectives.

Campaign Delivery

- Lead on the creation and execution of multi-channel digital fundraising campaigns (including paid social, email, search, and website).
- Develop compelling digital content (copy, visuals, video) that resonates with target audiences.
- Manage supporter acquisition campaigns, (including acquisition in emergencies via a range of channels) ensuring data-driven decision-making.

Supporter Journeys & Engagement

- Support the design and optimisation of online supporter journeys to deepen engagement and maximise conversions.
- Ensure all communications are supporter-focused, compliant with data protection regulations, and aligned with brand tone of voice.

Analytics & Reporting

- Monitor, analyse and report on the performance of digital fundraising activities.
- Provide actionable insights and recommendations to improve results.
- Track KPIs, budgets, and ROI, ensuring campaigns are delivered on time and within budget.

Collaboration & Leadership

- Work closely with colleagues across teams (Fundraising, Marketing, Comms, Data, IT) to deliver integrated campaigns.
- Provide guidance and support to junior team members or volunteers where required.
- Keep up to date with digital fundraising trends, competitor activity, and innovations, sharing knowledge internally.

PERSON SPECIFICATION

Essential Experience & Skills

- Proven experience in digital fundraising or digital marketing, ideally within the charity or nonprofit sector.
- Strong track record of delivering successful online fundraising or income-generating campaigns.
- Hands-on experience with digital channels including paid social, email marketing, PPC, and SEO.
- Proficiency in using fundraising platforms, CRM systems, and digital analytics tools (e.g. Google Analytics, Meta Ads Manager, Mailchimp/Engaging Networks/JustGiving).
- Excellent copywriting and content creation skills with a flair for compelling storytelling.
- Strong analytical skills and ability to interpret data to improve performance.
- Knowledge of GDPR and data protection best practices in a fundraising context.

Desirable Experience & Skills

- Line management or mentoring experience.
- Experience in website management (e.g. CMS such as WordPress, Drupal).
- Knowledge of conversion rate optimisation (CRO) and UX principles.
- Understanding of marketing automation and advanced email journeys.

Personal Attributes

- Supporter-focused mindset with a passion for delivering excellent donor experiences.
- Creative, proactive, and solutions oriented.
- Strong organisational skills with the ability to manage multiple projects and deadlines.
- Collaborative team player with excellent communication skills.
- Enthusiastic about testing, learning, and continuous improvement.

Key Performance Indicators (KPIs)

- Growth in online income year-on-year.
- Supporter acquisition and retention targets met or exceeded (inc. attrition rates, retention rates, AGs, CPAs)
- Engagement and conversion metrics improved across campaigns.
- High-quality supporter journeys delivered, with strong donor satisfaction scores.

To apply:

To apply for this post, please upload your CV and cover letter explaining how you meet the essential and desirable criteria for the position by **9th August 2026**.

Your cover letter will be scored against each of the listed requirements listed in the job description. To give yourself the best chance of being shortlisted, please copy each criterion

into your cover letter and explain under each one how your experience, skills, or achievements demonstrate your suitability. Use clear and specific examples to support your statements.

Concern will shortlist only those candidates who clearly demonstrate that they meet all essential criteria. If a high number of applicants meet the minimum requirements, we will assess and score candidates against the desirable criteria to determine who will be invited to interview. It is therefore important that your application provides detailed evidence of how you meet the role requirements.

All candidates who are short-listed for an interview will be notified via email after the application deadline

Candidates must be legally entitled to work in the UK at the time of application.

Concern disclaimer

Safeguarding at Concern: Code of Conduct and its Associated Policies

Concern has an organisational Code of Conduct (CCoC) with three Associated Policies; the Programme Participant Protection Policy (P4), the Child Safeguarding Policy and the Anti-Trafficking in Persons Policy. These have been developed to ensure the maximum protection of programme participants from exploitation, and to clarify the responsibilities of Concern staff, consultants, visitors to the programme and partner organisation, and the standards of behaviour expected of them. In this context, staff have a responsibility to the organisation to strive for, and maintain, the highest standards in the day-to-day conduct in their workplace in accordance with Concern's core values and mission. Any candidate offered a job with Concern Worldwide will be expected to sign the Concern Staff Code of Conduct and Associated Policies as an appendix to their contract of employment. By signing the Concern Code of Conduct, candidates acknowledge that they have understood the content of both the Concern Code of Conduct and the Associated Policies and agree to conduct themselves in accordance with the provisions of these policies. Additionally, Concern is committed to the safeguarding and protection of vulnerable adults and children in our work. We will do everything possible to ensure that only those who are suitable to work or volunteer with vulnerable adults and children are recruited by us for such roles. Subsequently, working or volunteering with Concern is subject to a range of vetting checks, including criminal background checking.

Equal Opportunities

Concern Worldwide is an equal opportunities employer.

Data Protection

Information that you submit through this Site may be transferred to Concern offices outside of the European Economic Area. Concern respects your privacy, and has security procedures in place to protect your data at all times. Please see the links below leading to our Privacy Statement and Terms and Conditions for more details.

Your Personal Data – Fair Processing Notice

During this job application, you will provide Concern with your personal data. Concern takes its responsibilities towards this personal data very seriously and is committed to complying with all relevant data protection legislation. Concern uses this information to consider your suitability for this position and

may contact you to call you for an interview. Your data may be shared internally to consider this application. Concern will not use your data for any purpose other than assessing your suitability for filling a vacancy with Concern. If Concern determines you are not best suited to the role you have applied for, but there is another role which may interest you, Concern may contact you in relation to that role. If you do not want Concern to contact you in relation to other roles please let us know. Concern will store your data securely. Your Concern applicant profile will be deleted automatically after 18 months of inactivity. You may request Concern delete your profile at any time by contacting your recruitment contact person or dpo@concern.net

You have the right to access data held by Concern about you at any time. Under certain circumstances, you have the right to have all data held by Concern about you erased. You have the right to have incorrect or incomplete data rectified and to have processing restricted. You have the right to complain to the Office of the Data Protection Commissioner if you feel Concern has acted inappropriately in relation to the collection or processing of your personal data. For more information in exercising these rights please contact your HR focal person or dpo@concern.net.

If you are not satisfied that the processing of your personal data above be carried out by Concern, please do not apply for this position.

Submitting an Application

By submitting an application to Concern via this Site, you thereby certify that you have not knowingly withheld any information that might adversely affect your chances for employment and that the information you have provided is, to the best of your knowledge, true, complete and accurate. You further certify that you have personally completed any application submitted in your name. You understand that any omission or misstatement of material fact on any application or on any document used to secure employment shall be grounds for rejection of such application or for immediate discharge if you are employed, regardless of the time elapsed before discovery

Concern does not guarantee the availability of any job advertised on the Site and will not be responsible should Concern have filled a vacancy at any time prior to the removal of the advertisement from the Site.

Policy on Preventing Diversion of Organisational Resources

Concern receives a substantial amount of funding from external donors each year. Increasingly donors are introducing requirements whereby future funding is conditional on Concern ensuring that the names of any new employee or volunteer do not appear on watch lists of suspected terrorists maintained by international organisations. These include:

- The European Union (List of person, groups and entities to which Regulation EC No. 2580/2001 applies;
- The US Government (Office of Foreign Assets Control list of specially designated Nationals and Blocked Persons); and
- The United Nations (Consolidated List)

In some circumstances, an offer of employment (either paid or voluntary) with Concern Worldwide will only be made once a clearance check against these lists has been conducted. Any such checks will be done in full compliance with the appropriate Data Protection legislation. For additional information please consult our web site or contact the Human Resource Division in our Head Office. By submitting a formal application to Concern for paid or voluntary employment, you agree to Concern carrying out a clearance check as

outlined above. Please be aware that Concern will not proceed with your application should your name appear on any of the aforementioned lists.

In certain circumstances, donors may request that personal data relating to employees to work on the activities that they fund be provided directly to them - so that they can perform their own counter terrorism checks. This may involve transferring some basic personal data outside the EEA. It will be a condition of your employment contract that Concern be allowed to share this information with institutional donors for these purposes. Concern will ensure that the institutional donor has appropriate safeguards are in place to protect your data from unauthorized access or use. Concern will not comply with such requests without first seeking the employees' agreement. Where such agreement is withheld, Concern may however not be able to employ (or continue to employ), the individual concerned.

For additional information please consult our web site or contact the Human Resource Division in our Head Office.

You have certain rights under data protection legislation. For more information on how to exercise those rights please visit <https://www.concern.org.uk/privacy-statement>