

JOB DESCRIPTION

Job Title:	Digital Fundraising Manager
Directorate:	Fundraising
Location:	Agile working from Tower Hill, London and homeworking
Reporting to:	Senior Digital Fundraising Manager
Responsible for:	2x Digital Fundraising Officers

PURPOSE OF THE JOB

To oversee the organisations digital fundraising activity with the primary focus of recruiting donors and raising income. You will support the Senior Digital Fundraising Manager to define and deliver our digital fundraising strategy in order to meet income targets and retain existing donors.

You will lead on developing compelling and effective content and user journeys across our website, social media and other digital channels to engage priority audiences, increase donor conversions and raise income.

You will lead the team to deliver digital campaigns, create online content and assets, and report on activity and successes, as well as support colleagues to ensure a smooth online journey for all of our donors.

KEY RESPONSIBILITIES

TO LEAD AND MANAGE A TEAM

- Line management of 2 x Digital Fundraising Officers, ensuring the team works collaboratively with colleagues and builds partnerships with the wider fundraising and communication teams.
- Taking the lead in recruitment and selection of new staff to the team.
- Developing performance targets and quality control measures for the work of the team, and monitoring team members' work to ensure that these are met.
- Supporting staff by setting clear objectives and holding individual supervisions regularly.
- Ensuring good communication between staff by holding team meetings regularly, and additional briefings as necessary.
- Inducting new staff and planning the continuing development of existing staff on the basis of an annual appraisal.
- Managing the workload of the team to ensure that adequate cover is provided at all times.
- Ensuring the health and safety of team members. This will include implementing procedures for office safety and use of computer equipment.
- Defining (and reviewing from time to time) the roles of staff to ensure these support the function's aims and objectives.
- Operating St Mungo's disciplinary and grievance procedures where necessary.

DIGITAL MARKETING STRATEGY

- Work with the Senior Digital Fundraising Manager to develop and deliver our digital fundraising strategy and annual plans.

- Contribute to wider fundraising strategy by offering insight into our digital performance and making recommendations for future activity.
- Lead the development of content plans and strategies for digital fundraising campaigns, social media and website, including strategic planning of organic and always on content.
- Work with the Senior Digital Fundraising Manager to develop plans for supporter journey optimisation across digital channels, and lead on implementation of testing and improvements.

DIGITAL MARKETING CAMPAIGNS

- Play a key role in planning and implementing digital fundraising campaigns and always-on activity, including working with and helping to appoint external agencies, contributing ideas and developing concepts, leading on specific campaigns where required.
- Lead on content creation for the digital fundraising team, developing concepts and leading on the creation of digital assets.
- Oversee the supporter email programme, overseeing communication strategy, ensuring best practice standards and monitoring engagement and revenue.
- Oversee delivery of social media advertising campaigns and always-on activity for both the IG team and wider fundraising team.
- Oversee the creation of new web pages and online content for the wider fundraising team, ensuring it is optimised for SEO and a range of devices.
- Lead team and work with agency partners, to manage our Google ad grant & paid accounts, ensure we are maximising results from our paid search activity.
- To offer digital advice and recommendations to other members of the wider team as needed.

ACCOUNTABILITY AND REPORTING

- To work with the Senior Digital Fundraising Manager and other fundraising teams to produce campaign specific digital reports for senior staff including the Director of Fundraising.
- To lead on analysis of performance across digital channels to feed into strategic planning and investment decisions.
- To proactively analyse our web content, social media and video activity and use this to make informed and strategic decisions for future content.
- To proactively identify opportunities for evidence-based testing and development, including development of creative testing plans.
- To regularly report on the success of our fundraising email programme, and income raised as a result.

INTERNAL AND EXTERNAL LIAISON

- Liaise with colleagues across the Fundraising and Communications teams to ensure consistent messaging across the organisation's online marketing channels.
- To work with the Senior Digital Fundraising Manager and other Fundraising teams to deliver and report on digital elements of cross-team fundraising campaigns.
- To work with other teams in the department to develop and deliver fundraising content for our social media channels.
- Lead the team to work with external suppliers to create digital content for use in online campaigns. This will include selecting initial concepts, feeding back during asset development, ensuring effective communications and positive working relationships.
- Lead relationships with external media agencies to test, develop and improve campaigns, and always on activity, across paid and owned channels.

KNOWLEDGE DEVELOPMENT

- Develop and maintain a detailed knowledge of St Mungo's projects and services in order to produce accurate digital communications which fully reflect the organisation's approach and

ethos.

- Proactively keep up to date with developments and trends in digital marketing, including attending external training events, sharing and implementing best practice across our work.
- Maintain an awareness of digital fundraising activity across the sector, ensuring we are at the forefront of online marketing amongst our peers and competitors.

REGULATION

- Ensure work practices are in line with Fundraising Regulator, Fundraising Codes of Practice, Gift Aid Regulations, Data Protection Act and GDPR, as well as within St Mungo's Fundraising Performance Standards and Privacy Statement.
- Manage reputational issues and record positive and negative feedback systematically.
- Ensure donor communication preferences are accurately recorded and adhered to.
- Identify and escalate risks and issues as appropriate, providing feedback to the line manager on progress and recommending alternative action where required.

GENERAL

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

PERSON SPECIFICATION

Digital Fundraising Manager

Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or supporting statement to demonstrate your capabilities, in relation to the essential requirements in the person specification below. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

ESSENTIAL REQUIREMENTS

Experience, Skills, Knowledge, and Abilities required for your application form:

1. Demonstrable experience of delivering a programme of digital marketing including experience with social media, email marketing and website content creation.
2. Demonstrable experience of using online analytics and performance metrics to assess activity and inform strategic plans for online content and campaigns.
3. Experience of directly working with others to develop effective creative concepts and assets for digital campaigns including video, and still and animated graphics.
4. Excellent verbal and written communication skills, able to build relationships with colleagues and suppliers, collaborate with others and work well as part of a team.
5. Solid knowledge and skills using social media platforms, web CMS, email marketing platforms, online analytics platforms, and Microsoft packages.

Experience, Skills, Knowledge, and Abilities will be tested at different stages of the recruitment process:

6. Demonstrable experience working with external agencies to deliver successful marketing campaigns and/or always on activity.
7. Strong project management and time management skills, with ability to support the delivery of a varied digital fundraising programme.
8. Strong analytics skills and attention to detail, able to use and interpret data to identify key learnings, recommendations and explain performance.

The following are required of all roles with St Mungo's. However, you do not need to address these in your application.

- Genuine interest in and commitment to St Mungo's work and client group.
- An understanding of and commitment to diversity & equality
- Willingness and ability to work hours outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.

In the selection testing/interview process, we will be assessing candidates against the following competencies:

COMPETENCY	PRIMARY INDICATORS
Improving and Innovating	<ul style="list-style-type: none"> • Is open to new ideas, improvement and change. • Handles situations and problems with innovation and creativity. • Shows commercial and financial awareness.
Interacting and Influencing	<ul style="list-style-type: none"> • Takes responsibility and demonstrates values-driven leadership. • Shows self-awareness. • Works well with other people. • Collaborates and networks effectively internally and externally. • Shows sound communication and influencing skills.
Understanding and Doing	<ul style="list-style-type: none"> • Able to find and analyse relevant written and numerical information and use it to make sound judgements. • Able to think strategically. • Demonstrates the necessary technical skills and aptitudes at the level that are required for the role. • Has good writing skills at the level required for the job. • Plans, organises and manages time well. • Demonstrates compliance and accountability.
Involving and Including	<ul style="list-style-type: none"> • Builds client/stakeholder involvement into all activities. • Is client and customer focused. • Aware of own level of cultural competence and proactively seeks to develop. • Actively promotes equality, diversity and inclusion among colleagues and clients.
Managing and Empowering (for managers only)	<ul style="list-style-type: none"> • Builds a high performing team. • Provides staff with clear direction and support. • Motivates, supports, enables and promotes the wellbeing of their team. • Manages the operational aspects of their function efficiently. • Implements plans, strategies and services effectively. • Actively contributes to service growth.