

# Job Specification: Digital Fundraiser

Term: Permanent

# Working Week: 39 hours

Reporting Line: **Commercial Director (initially)\***

Base: Dublin (Hybrid options available)

**Core Purpose of the Role**

This role offers someone with the technical skills and passion for the cause a fantastic opportunity to help to build the digital fundraising strategy that will have a lasting impact on the organisation. The successful candidate will be confident and capable of working on their own initiative and working towards set KPI’s and targets. They will play a key role in engaging supporters across paid, owned and earned channels including email, social media, search, display and more, working closely with agencies and in-house specialists.

Responsible for the end-to-end online supporter journey and experience, this role will help develop landing pages, email journeys, social content and ads to engage existing supporters and attract new supporters, with a focus on acquisition of new donors online.

The following job specification is not intended to be a comprehensive list of all duties involved and consequently, the role may be required to perform other duties as appropriate to the post which may be assigned from time to time.

Based in Dublin (with Hybrid options available) this role presents an exciting opportunity for a highly motivated, creative individual to join the busy team.

# Role Specification

* Responsible for developing digital fundraising campaigns to maximize digital income and performance through conversion rate optimisation (CRO) across all channels including our main website, platforms, and digital marketing channels.
* Manage specific digital fundraising projects (for example, briefing, creation and optimisation of landing pages or new digital campaign creative).
* Along with the fundraising team work on specific email campaigns and online donor journeys from beginning to end, including setting objectives, defining testing, drafting copy, building emails (including multiple versions if required), data, dispatch, analysis and feedback.
* Working with the donor care team to drive recruitment of regular givers and cash donors to grow income and new supporter volumes in a multi- channel programme including offline and digital campaigns using a data-driven approach.
* Manage relationships with digital marketing suppliers (including email platform provider, online search and display agencies, digital creative agencies) to ensure they are aligned with our needs and deliver to agreed KPIs.
* Ensure delivery of engaging and effective communications via paid, owned and earned digital channels, to acquire new single and regular donors.
* Work with the communications team, external suppliers and other relevant colleagues to ensure digital activity and content are optimised and digital fundraising targets are met.
* Create and deliver engaging insights and reports that influence change and drive action within digital fundraising activities.
* Provide support for landing page development (e.g. petition and donation pages) and conversion rate optimisation plans.
* Continually look for opportunities to push digital fundraising forward and deliver exceptional experiences for donors.
* To be up to date on digital trends and the social media landscape looking to Identify potential new and innovative digital activities to recruit new supporters and maximise long-term net income.
* To provide online support to fundraisers/events, challenges and third parties.
* Work closely with the Marketing and Communications team, ensure campaigns are in line with brand guidelines, and integrated seamlessly across channels.
* Work in collaboration with the Marketing and Communications team to maximise digital fundraising plans and exploit opportunities available to ISPCC Childline across all digital platform

**Essential Requirements;**

* Strong digital and social media skills, with a minimum of 2 years' experience in a digital marketing or digital fundraising role.
* A qualification in digital marketing
* Candidates are expected to have content management systems, as well as proven experience in using Google AdWords effectively and Analytics.
* Up to date on digital trends and the social media landscape and thorough knowledge in planning and executing successful digital initiatives.
* Full knowledge and experience of – Meta (Facebook, Instagram etc.) ad buying and analytics, SEO, Email, PPC, Web, Campaigns

**Desirable requirements:**

* Experience working with third party agencies
* Experience in digital lead generation, online supporter
acquisition and conversion

**Person Specification:**

* Strong digital fundraising or digital marketing experience, including planning, evaluating and delivering successful campaigns that drive response across PPC, email, display and site optimization.
* Experience of using digital platforms such as email marketing platforms, content management systems and analytics platforms.
* Experience of working with an environment of constant change, often working to very tight deadlines and potentially changing priorities
* Demonstrated understanding and working knowledge of: Data Protection requirements, Communications planning for donors and Digital and online fundraising
* Talent for content creation and digital images.
* Design oriented, with strong competency in using Adobe Creative Suite (Photoshop, Illustrator, In Design, After Effects etc.)
* Experience in capturing and editing photos, imagery, audio and video is expected;
* Strong IT Skills including CRM system management, analytics and
reporting
* An organised individual with exceptional attention to detail, ability to manage a diverse workload and work to deadlines;
* A proven record of growing the reach/ income of an organisation and building engagement with a desired audience;
* Creative mind - able to identify opportunities and develop them to deliver maximum returns to the organisation;
* Ability to work on own initiative and as part of a team within and external to the ISPCC;
* Results orientated, with a strong analytical approach

**Key Relationships/contacts (Internal)**

* ISPCC: Commercial Director - Fundraising and team, Director of Marketing and Communications and team, the Director of Services and their teams.

\*this role will move to report to a Fundraising Manager in due course.

Applications by CV to recruitment@ispcc.ie by 19th of September 2022