

Job title: Senior Digital Fundraising Executive

Department: Fundraising

Reporting to: Digital Individual Supporters Manager

Salary: £44,800

Hours: 35 per week

Location: Based in London* *Subject to organisational COVID measures

Contract type: Permanent

Aim and Influence

- Develop, deliver and support on supporter – centric, inspiring, innovative and cost-effective digital fundraising campaigns to meet the objectives of the Fundraising Team at Crisis
- Contribute to the analysis of the results and impact of this digital marketing activity.

Financial and supervisory responsibility

- Support the Digital Individual Supporters Manager in implementing strategy/monitoring budget
- Contribute to the overall Fundraising Department's targets
- Management of relationships with external agencies

Organisational chart

Job Responsibilities

- To support the Digital Individual Supporters Manager in the implementation of Crisis' Fundraising strategy in relation to existing and prospective supporters across the Fundraising Department
- To support the Digital Individual Supporters Manager and Fundraising Managers in managing and monitoring digital budgets
- Project managing all aspects of the delivery of digital-only campaigns and to support on the digital elements of integrated Fundraising campaigns
- Work closely with the Insight team, to ensure accurate and timely monitoring and analysis of campaign performance. Ensure that learning is fed into future appeals
- Leading on ongoing AB and multivariate testing programme across websites, emails, and digital advertising to optimise digital fundraising objectives
- Support Fundraising Teams on the development and maintenance of Fundraising Appeal landing pages
- To manage Crisis' relationship with its key suppliers and agencies and ensure the delivery of inspiring, original and creative work and to monitor the quality of all aspects of service from Crisis' key suppliers and agencies, and ensure appeals are cost-effective, within budget, and on schedule
- To assist the Digital Individual Supporters Manager to plan and budget direct marketing activities, as well as support long-term strategic development
- To work closely with the Data and Selections Team to ensure all supporter appeal communications are delivered to appropriate audiences and that appropriate testing

is included in all appeals in order to draw clear conclusions at the same time as maximising income

- To liaise effectively with other Crisis teams (eg. Communications/ Services departments) to ensure adherence to technical accuracy and consistency of message in all direct marketing work
- Working with external agencies to develop and adhere to a testing plan, regularly optimising creative at an audience, creative and strategic level
- Working with the digital marketing and product teams to contribute and drive fundraising interest in SEO CRO and UX

Additional Accountabilities

- Contribute to the integration of activities between Marketing and Communications, Campaigns and the Fundraising Department, where there is opportunity to do so
- Ensure Gift Aid, data capture and consent opportunities are maximised
- Maintain links with other Direct Marketing counterparts within the sector and to stay current with latest developments and regulations relating to direct marketing and donor development activities
- Identifying opportunities to maximise fundraising through cross-team working initiatives
- Working closely with the organisation's Data Protection officer to ensure Crisis is adhering to e-privacy regulation and data protection
- To be a key driver of digital innovation within the Fundraising Team

General responsibilities

- To develop and maintain an understanding of the charity's work and the needs and circumstances of people who are homeless
- To comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work Act
- To carry out any other duties that may reasonably be required in the light of the main purpose of the job

Person Specification

Essential

1. A good level of experience of working in Digital Marketing
2. Experience of managing multiple digital products in a portfolio
3. Experience of driving digital innovation within a Team or Organisation
4. Experience of managing external suppliers/agencies
5. Experience of project management
6. Experience implementing and monitoring reporting on digital channels, including Google Analytics experience
7. Strong experience of strategic and operational management of digital campaigns including social media and paid search
8. Good working knowledge on e-privacy and data protection
9. Understanding and experience of managing digital campaigns focused on growth
10. Good understanding of donor and customer care
11. Good written and verbal communication skills, including negotiation and persuasion
12. Used to working as part of a team and on own initiative
13. Understanding of and sympathy with Crisis' mission and strategy and a commitment to Crisis' purpose and values including equality and social inclusion.
14. Passionate about ending homelessness

Desirable

15. Experience of developing digital strategy / managing budgets
16. Experience of working with content management systems

We encourage applications from all sections of the community particularly those with personal or previous experience of homelessness.