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| M:\Logos\NEW SPANA LOGO - from 5-9-11\PNG files - low res, general use\SPANA Animals logo  Horz CMYK.png  **Head of Donor Marketing and Digital Fundraising** | |
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| **Department** | Fundraising |
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| **Term** | Permanent |
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| **Location** | SPANA head office, London. |
| **Hours of work** | Standard hours are 9.00am-5.00pm, Monday to Thursday, and 9.00am-4.30pm Fridays, although these may be varied in line with SPANA’s staggered hours policy. |
| **Annual leave** | 22 days annual leave, excluding bank holidays, plus three additional days to be taken over the Christmas period when the office is closed. Further days of leave will be earned after two years of service – see the employment handbook for details. |
| **Remuneration** | Competitive salary. |
| **Benefits** (qualifying periods apply) | Comprehensive benefits package, including 10% employer contributory pension to personal pension plan matched by 5% employee contribution; private (non-contributory) healthcare scheme; and Season Ticket Loan. |
| **Overall purpose of the role** | Lead work on SPANA’s donor marketing programme, using a range of marketing activities to maximise income from individual donors and supporters in the UK and in global markets. Work collaboratively with fundraising colleagues to ensure SPANA delivers the best-possible online fundraising experience for all our donors and supporters. |
| **Line manages:** | Senior Donor Marketing Officer (Recruitment)  Senior Donor Marketing Officer (Retention)  Senior Donor Marketing Officer  Digital Fundraising Manager  Marketing Executive |
| **Line managed by:** | Director of Fundraising |
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**The Fundraising department**This role heads the Donor Marketing and Digital Fundraising team, which is part of the wider Fundraising department. Donor Marketing is responsible for generating voluntary income from individuals in the UK and SPANA’s international markets, through various marketing methods. The Fundraising department also comprises Supporter Care (Database Management, Supporter Engagement and Community Fundraising) and Major Gifts   
(Major Donors, Legacies, Trusts and Corporate Fundraising).

**Key responsibilities:**

1. **Donor marketing and digital fundraising leadership**

* Lead on the development and operational delivery of the donor marketing strategy.
* Lead on the development and operational delivery of SPANA’s digital fundraising activities, ensuring that the Digital Fundraising staff support both the Donor Marketing programme and colleagues from across Fundraising in their activities.
* Develop and lead on the delivery of bespoke donor marketing plans for international markets, such as Australia.
* Ensure all Donor Marketing and Digital Fundraising staff are effectively managed and supported, with clear objectives, income targets and well planned workloads, to enable them to perform at the highest standard and deliver best possible results.
* Foster a high-performance dynamic across the team, which is highly collaborative, innovative and strongly focused on the successful achievement of objectives.
* Provide quality control across the Donor Marketing and Digital Fundraising teams.
* Serve as an active and collaborative member of the Fundraising Leadership Team (FLT), to help ensure a fully integrated approach is taken across the department and that all activities serve and support the fundraising strategy.
* Deputise for the Director of Fundraising as required.

1. **Programme management**

* Develop and ensure the successful delivery of an annual donor marketing work plan, spanning marketing channels and activities such as (but not restricted to) direct mail, web marketing, raffles, social media, DR-TV and outdoor advertising.
* Manage the Donor Marketing and Digital Fundraising budgets, to ensure income targets are met while expenditure is effectively and efficiently run.
* Ensure the Digital Fundraising team provides consultancy and delivery support to Fundraising colleagues, such as the Major Gifts team.
* Liaise with SPANA Communications department to ensure an integrated, efficient and effective approach is taken between Digital Engagement and Digital Fundraising staff.
* Project-manage specific donor marketing projects and activities as required, such as the launch of direct marketing programmes into new markets.
* Supervise the development and delivery of SPANA’s retail programme, Happy Hooves.
* Oversee the Donor Marketing and Digital Fundraising team’s use of external agencies and suppliers, to ensure high-quality work is delivered at competitive prices.
* Ensure all Donor Marketing and Digital Fundraising team activities fully adhere to legal requirements (e.g. GDPR) and best practice guidance.

1. **Financial management & reporting**

* Ensure analytical evaluation reports are produced after all key Donor Marketing campaigns and activities, to highlight key findings and emerging trends and shape key learnings.
* Provide the Director of Fundraising with regular results by key performance indicators, both for agreed activities and overall donor marketing and digital fundraising activities.
* To identify and advise on trends and activities for potential areas for income growth that impact on longer term strategic developments.

1. **Other**

* Keep up to date with trends and developments in SPANA markets, to identify, assess and pursue new opportunities for the charity.
* To undertake any other duties not specified above and that are within the context and grade of this post.

**Organisational Culture**

As a small charity (in terms of staffing, not ambition nor reach) at times we need everybody to pull together and help out so, in addition to the person specification, we require staff to:

* Be positive with a friendly manner whilst remaining professional and efficient.
* Be flexible as from time to time the post holder may be asked to perform other duties and support other teams.
* To resolve supporter complaints quickly, appropriately and professionally in regard to the areas that their role relates to.
* Enjoy working in a team and have a strong team ethic.
* To maintain, improve and develop team processes and procedures as and where necessary.
* To gain an in-depth understanding of SPANA’s charitable work in order to communicate confidently to current and potential donors.
* Share information with the team, whilst respecting confidentiality, so that you and your colleagues have all the information you need to perform your duties effectively.
* Maintain strict confidentiality at all times.
* Be committed to the aims and objectives of SPANA.
* To attend and assist at fundraising events and be willing to work occasional weekends and evenings when required due to events and community activities.
* Be willing to work within SPANA’s employment policies.

**Person Specification**

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| **Experience** | Essential | Desirable |
| Extensive experience of managing a multi-million pound  donor marketing programme, encompassing a broad range  of channels and activities (such as Direct Mail, DR-TV, Digital, SMS, outdoor and press), to maximise income. | (E) |  |
| Experience of leading on the planning, implementation and monitoring of donor marketing and digital fundraising campaigns and activities. | (E) |  |
| Experience of leading, inspiring and empowering a team to work collaboratively and deliver excellent results. | (E) |  |
| Experience of managing and motivating external agencies to produce high-quality, insight-driven work. | (E) |  |
| Experience of taking new products to market – with success. |  | (D) |
| Experience of working in a charity/non-for-profit environment. |  | (D) |

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| **Knowledge/ technical skills** |  |  |
| Proven marketing background, preferably within charity sector. | (E) |  |
| Comprehensive understanding of marketing techniques, including audience and donor segmentation, analytical modelling and the use of insight to drive performance. | (E) |  |
| Strong communication skills – written and verbal – with the proven ability to develop strong cases for support. | (E) |  |
| Strong interpersonal skills and the ability to develop good, collaborative working relationships with all stakeholders. | (E) |  |
| Highly IT literate – Internet, Microsoft Office, Raisers Edge | (E) |  |
| Strong knowledge of all relevant charity laws and best practice guidelines e.g. GDPR, IOF, Gambling Commission rules. |  | (D) |
| Ability to understand data requirements and functions. |  | (D) |

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| **Competencies** |  |  |
| Excellent organisational skills with the ability to plan, manage and lead a variety of projects and activities to tight deadlines. | (E) |  |
| Excellent numerical skills and ability to analyse results. | (E) |  |
| Excellent attention to detail and quality assurance skills. | (E) |  |
| Strong team worker and self-motivator | (E) |  |
| Highly innovative and creative thinker |  | (D) |

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| **Education/training** |  |  |
| Educated to degree level or equivalent | (E) |  |
| Appropriate marketing qualification |  | (D) |

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| **Behaviours** |  |  |
| Act in accordance with SPANA’s values and obligations | (E) |  |
| Ensure equal opportunities and anti-discriminatory practice and promote diversity | (E) |  |

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| **Special Circumstances** |  |  |
| Able to work occasional unsociable hours, weekends and stay overnight when required for travel | (E) |  |

***It should be noted that the job specification and remit may develop over time. The applicant should be happy to adapt and take on new and different tasks.***