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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**Digital Fundraising Manager**  |
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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 flexible working policy.  |
| **Annual leave** | 22 days annual leave pro rata, 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. |
| **Overall purpose of the role** | The Digital Fundraising Manager project-manages and supports SPANA’s work to maximise income generation through digital channels and to provide an outstanding digital experience to supporters.  |
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| **Line managed by:** | Head of Donor Marketing and Digital Fundraising |

**The Fundraising Team**This role sits within the Donor Marketing and Digital Fundraising team, which is part of the wider Fundraising department. Donor Marketing and Digital Fundraising is responsible for generating voluntary income from individuals in the UK and SPANA’s international markets, through various online and offline marketing methods. The Fundraising department also comprises Supporter Care (Database Management, Supporter Engagement, Community Fundraising and Events) and Major Gifts (Major Donors, Trusts, Legacies and Corporate Fundraising).

**Key responsibilities:**

* Develop and deliver online fundraising campaigns, programmes and activities, to achieve income targets and key performance indicators.
* Devise and project-manage all income generating social media posts and advertising, working to the fundraising strategy.
* Oversee the development and maintenance of fundraising and e-commerce microsites, including Happy Hooves.
* Manage all pages within the fundraising section of the website (Donor Marketing, Major Gifts, Legacies and Community Fundraising), and develop and maintain landing pages.
* Manage all donation tracking tools including pixel tracking and Google Analytics.
* Ensure efficient integration of payment gateways processes between all SPANA digital platforms, managing effective implementation and monitoring by working with and coordinating activity between fundraising, communications and finance staff plus third party agencies.
* Work with external agencies to develop digital marketing strategies and plans for maximising income from SPANA’s digital platforms.
* Manage SEO from audit and research through to delivery and analysis. Ensure appeals copy is search engine optimised.
* Work collaboratively with the Digital Engagement Manager to ensure digital fundraising activity adheres to SPANA’s social media strategy and social media house style.
* Manage all campaign SKUs, liaising with data team and finance department.
* Produce and distribute e-appeals.
* Plan content (photo, video, case study, etc.) requirements in advance and commission via the content team.
* Ensure compliance with all aspects of fundraising and data regulation, including in relation to marketing preferences and GDPR. Ensure that any changes to forms involving marketing preferences are recorded, with screenshots forwarded to finance colleagues.
* Ensure the highest levels of effectiveness and security for donation processing, coordinating with agencies, Database Manager, Digital Engagement Manager and other colleagues as necessary.
* Coordinate scheduling of activity with the Digital Engagement Manager, to ensure the charity has an integrated social media calendar. Provide adequate notice and communicate regularly to ensure seamless integration.
* Ensure all digital marketing, including website copy and social media posts, complies with brand guidelines.
* Manage external agencies and advisers to devise and implement the SEO and Google Grants (and other paid search) strategy.
* Stay informed of upcoming trends and developments within the field of digital fundraising and make recommendations accordingly.
* 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** |  |  |
| Experience of generating income via digital platforms and social media channels, such as Facebook and Twitter | (E) |  |
| Extensive experience working with content management systems, including ideally a WordPress website  | (E) |  |
| Experience of leading digital marketing programmes, including Google AdWords, content marketing, search engine optimisation and planning, coordinating and executing search strategies | (E) |  |
| Experience of working with agencies on the development of websites and microsites  | (E) |  |
| Experience of working with payment gateways  | (E) |  |
| Experience of using analytical tools, including Google Analytics, to evaluate performance of digital media  | (E) |  |
| Basic coding experience, including CSS, Python, HTML, PHP and/or Dreamweaver |  | (D) |
| Basic graphic design and image editing experience, ideally including InDesign  |  | (D) |
| Experience working within a charity or not-for-profit environment, particularly of working closely with and supporting fundraising colleagues |  | (D) |

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| **Knowledge/ technical skills** |  |  |
| Highly IT literate – Especially with Internet-related software, databases/CRMs (ideally Raisers Edge) and Microsoft Office (Word, Excel and PowerPoint)  | (E) |  |
| Understanding of using digital marketing to support brand-building and income generation  | (E) |  |
| Ability to understand and interpret complex situations  |  | (D) |
| Good knowledge of fundraising principles and processes |  | (D) |

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| **Competencies** |  |  |
| Excellent organisational skills with the ability to plan and manage a variety of projects and activities to tight deadlines | (E) |  |
| Good copy-writing skills and the ability to select appropriate imagery according to campaign requirements | (E) |  |
| Excellent numerical skills and ability to analyse campaign results | (E) |  |
| Able to work collaboratively with multiple teams  | (E) |  |
| Highly innovative and creative thinker |  | (D) |
| Strong team worker and self-motivator |  | (D) |

**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.**