



# Job Description

Job title

DIGITAL FUNDRAISING & MARKETING  
MANAGER

Team

GLOBAL FUNDRAISING, MARKETING AND  
COMMUNICATIONS

Reporting to

HEAD OF MARKETING AND DIGITAL

Location

HYBRID – REMOTE, LONDON HEAD OFFICE  
AS REQUIRED

Hours of work

34.5 hours per week

Annual leave

26 days annual leave, plus bank holidays.  
Further days of leave will be earned after  
two years of service

Remuneration

£40,000 plus benefits

**SPANA (The Society for the Protection of Animals Abroad) is the global charity for the working animals of the world. Since our foundation in 1923, we have worked where they work, to support the welfare of working animals, including horses, donkeys, mules, oxen and camels. Find out more at [www.spana.org](http://www.spana.org)**

## **Our vision**

**Our vision is a world where every working animal lives a healthy and valued life.**

## **Our mission**

**Our mission is to transform the welfare of working animals in a world where animals, people and the environment are respected and thrive.**

## **Summary of role**

**In this role, you will work to maximise income generation and support for SPANA using digital channels, and to provide an outstanding digital experience to supporters and potential supporters. The post holder will work closely with colleagues to develop online campaigns that support and integrate with offline activity, as well as manage, develop and deliver stand-alone digital projects.**

## Key responsibilities

### **Digital programme management**

- Develop, implement and optimise innovative multi-channel digital strategies that drive online visibility and performance on platforms such as web, e-mail, organic social and paid media.
- Develop, implement and optimise effective digital campaigns to target audiences to meet fundraising KPIs, enhance brand awareness and drive new leads.
- Create compelling digital content – including e-mail campaigns, landing pages, social media posts and paid media ads – ensuring assets are tailored to respective channels and target audiences.
- Implement SEO strategies to improve online visibility and drive organic growth. Ensure all digital content is SEO optimised and complies with brand guidelines.
- Manage external web agencies and oversee the development and maintenance of the SPANA website.
- Work collaboratively with the Digital Engagement Manager to build and maintain an integrated digital activity calendar, house style and overarching digital strategy.
- Lead the charge in shaping SPANA's online presence and driving strategic online growth.

### **Programme support and administration**

- Work with colleagues to ensure digital activities comply with all aspects of fundraising and data regulation, including in relation to marketing preferences and GDPR.
- Provide advice and support to colleagues across SPANA on making digital activities as efficient and effective as possible in achieving strategic objectives.
- Work with the Head Marketing & Digital to set and manage annual digital budgets.
- Provide support for digital team colleagues during absences.
- Provide social media monitoring and out of hours cover where necessary.
- Stay informed of upcoming trends and developments within the field of digital marketing and make recommendations accordingly.

**This job description is not exhaustive and may be subject to amendment and alteration over time to fit the changing needs of the team.**

# PERSON SPECIFICATION

<p><b>KNOWLEDGE, TRAINING &amp; QUALIFICATION</b></p>	<ul style="list-style-type: none"> <li>• Exceptional knowledge of successful strategies and approaches to using digital marketing to maximise income generation and donor stewardship.</li> <li>• Strong IT knowledge – especially of databases/CRMs, CMS, social media platforms and Microsoft Office.</li> <li>• Strong understanding of SEO and ensuring SEO best practices are being used.</li> <li>• Good knowledge of GDPR and data practices.</li> <li>• Knowledge of fundraising and marketing principles and processes.</li> </ul>
<p><b>EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>• Strong experience of generating income and engagement via digital platforms and activities, including email, web and social media channels and adhering to best practices on each.</li> <li>• Advanced user of content management systems (preferably WordPress).</li> <li>• Experience of using analytical tools, including Google Analytics, to evaluate performance of digital media.</li> <li>• Experience of working with agencies on the development of websites and microsites.</li> </ul>
<p><b>SKILLS AND ATTRIBUTES</b></p>	<ul style="list-style-type: none"> <li>• Strong organisational skills and meticulous attention to detail; able to effectively manage and prioritise tasks.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Good copy-writing skills and the ability to select appropriate imagery according to campaign requirements.</li> <li>• Excellent analytical skills, ability to make effective recommendations based on digital performance.</li> <li>• Natural problem solver.</li> <li>• Resilient and outcomes focused.</li> </ul>