

## JOB DESCRIPTION

<b>Job title</b>	Senior Digital Fundraising Officer
<b>Reporting to</b>	Digital Engagement Manager
<b>Location</b>	Unit 202, Edinburgh House, 170 Kennington Lane, London SE11 5DP (home-based until Spring 2021)
<b>Salary</b>	£31,000 p.a depending upon experience, including London weighting plus contributory pension scheme
<b>Holiday entitlement</b>	25 days plus three discretionary days between Christmas and New Year and Statutory holidays
<b>Working conditions</b>	Full time and permanent The post holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy

### About Bowel Cancer UK

Bowel Cancer UK is the UK's leading bowel cancer charity. We are determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We employ around 45 staff plus interns and volunteers based at offices in England, Scotland and Wales and home-based staff members in Northern Ireland.

### Job summary

Digital marketing and fundraising is a critical part of Bowel Cancer UK's present and future organisational strategy. In recognition of this, a new Digital team has been created to improve existing digital activities as means of reaching and engaging supporters, through a range of channels, as well as innovate new activities.

The Senior Digital Fundraising Officer will support the team lead in devising and delivering effective digital fundraising through project management of new digital fundraising campaigns, identify and test new opportunities in digital fundraising to drive growth, and maximise our use of digital fundraising tools and platforms.

You will work with the Digital Engagement Manager, Head of Public Fundraising and wider fundraising team to maximise all digital income opportunities for online activity and will be

responsible for managing projects directly, in line with the organisational and fundraising strategies.

This includes supporter recruitment and retention, as well as reporting against the income and expenditure for all digital fundraising activities, for the following activities:

- Digital fundraising across a broad range of activities (including search, social media, display advertising and mobile).
- The post-holder will support the development of strategies for email, search, display, paid social and other digital marketing channels. They will pro-actively manage budgets, monitor and report on digital fundraising campaigns to ensure digital fundraising delivers on target.
- Testing programme of new and innovative digital activities that aim to recruit new supporters and maximise long-term net income.
- Assist in the review and development of the fundraising sections of the Bowel Cancer UK website with a specific focus on digital.
- Play a lead role in providing digital fundraising advice and support for the fundraising team, in particular to assist the Digital Engagement Manager and the Head of Public Fundraising to develop a strategic and integrated digital fundraising programme for new and existing donors.
- Play a lead and active role in using digital analysis tools such as Google and Facebook analytics, with a view to improving response rates and SEO.
- Work closely with colleagues in all other teams to ensure programmes are fully integrated and digital is effectively used.

### Main responsibilities

<p><b>Strategy and planning</b></p>	<ul style="list-style-type: none"> <li>• Create, plan, advise on and manage an extensive portfolio of new and existing digital projects and campaigns with a focus on income generated by Individual Giving, Community, Events and Corporate Partnerships</li> <li>• Input to the departmental and team fundraising plans and projects ensuring each relevant income area has digital fully integrated in to products, activities and campaigns</li> <li>• Plan and deliver a clear and strong supporter experience through all digital fundraising platforms, including sign up journeys, email campaigns and social media advertising</li> </ul>
<p><b>Supporter engagement, stewardship and activation</b></p>	<ul style="list-style-type: none"> <li>• Help develop a pipeline of innovative digital projects to attract donors and supporters and develop new methods of recruiting, retaining and developing existing supporters and donors through digital channels</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure that the fundraising section of our website is optimised for use across different methods, that our SEO is maximised, and that all pages deliver clear content and CTA</li> <li>• Project manage multi-channel digital marketing programmes, including proposing creative approaches, copy and technical requirements, working with the Head of Public Fundraising and the Digital Engagement Manager as necessary</li> <li>• Manage campaigns including researching themes and propositions, writing project and creative briefs and work with the database marketing team to produce selection briefs</li> <li>• Edit copy for a diverse range of digital channels, ensuring consistency in brand and messaging</li> <li>• Champion an iterative, test-and-learn approach and digital ways of working</li> <li>• Ensure effective data capture from all online activity and all campaigns are evaluated and learnings shared to improve future performance</li> </ul>
<b>Budgeting and reporting</b>	<ul style="list-style-type: none"> <li>• Monitor, control and report on aspects of income/expenditure and KPIs in relation to the agreed budgets and income and expenditure for the digital and fundraising teams and all relevant projects</li> <li>• Produce campaign reports for all online and digital activity and make recommendations to ensure best return on investment</li> <li>• Achieve targets and ROI for all online and digital marketing</li> </ul>
<b>Fundraising compliance</b>	<ul style="list-style-type: none"> <li>• Ensure that all digital fundraising at Bowel Cancer UK adheres to the Code of Fundraising Practice, as overseen by the Fundraising Regulator and our Privacy policy</li> <li>• Ensure that all supporters are asked for their consent to be added to the Raiser's Edge database and how they would like to be communicated with as per the Data Protection Act 1998 and the General Data Protection Regulation</li> <li>• If a complaint is made about any form of digital fundraising, ensure that our internal complaints process is followed and the complaint escalated as and where necessary</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Check that all digital activities clearly reflect Bowel Cancer UK's aims, vision and values and to co-ordinate the internal checking process for your portfolio of projects</li> <li>• Develop and maintain a detailed understanding of the motivations, interests and performance of our supporters and their digital channel consumption habits</li> </ul>

	<ul style="list-style-type: none"> <li>• Maintain industry knowledge on the digital market place (especially as it relates to fundraising activities) to ensure that Bowel Cancer UK is continuously exploring new digital.</li> <li>• Ensure that the use of Raisers Edge is effective, accurate and consistent</li> <li>• Share out of hours cover for main digital channels</li> <li>• Undertake any other duties as required by the Digital Engagement Manager, Head of Public Fundraising and where relevant, the Director of Fundraising and CEO</li> </ul>
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## PERSON SPECIFICATION

<p><b>Qualifications and experience</b></p>	<ul style="list-style-type: none"> <li>• Solid experience of digital marketing using online methods to recruit and develop customers / donors.</li> <li>• Proven track record of financial success and in depth knowledge of digital fundraising across both acquisition and retention and sector trends</li> <li>• Successful management of income and expenditure budgets</li> <li>• Experience of delivering excellent supporter care and stewardship</li> <li>• Comprehensive knowledge of GDPR and all relevant data protection requirements</li> <li>• Knowledge of Raiser’s Edge (desirable)</li> </ul>
<p><b>Knowledge, skills and abilities</b></p>	<ul style="list-style-type: none"> <li>• An understanding and ability to use digital analytics tools is essential</li> <li>• Ability to work under pressure, prioritise tasks and organise workload to meet deadlines whilst maintaining a good attention to detail</li> <li>• Excellent interpersonal communication skills</li> <li>• Proven understanding of using a database for analysis</li> <li>• Numerate and computer literate in MS Word and Excel</li> </ul>
<p><b>Personal qualities</b></p>	<ul style="list-style-type: none"> <li>• Self-starter with the desire and drive to lead and develop new digital fundraising initiatives</li> <li>• Team player that enjoys a collaborative work environment</li> <li>• Ability to motivate and enthuse staff and volunteers</li> <li>• A commitment to the values and work of Bowel Cancer UK and equal opportunities and anti-discriminatory practice</li> </ul>