

POSITION DESCRIPTION

POSITION DETAILS

Position Title:	Digital Fundraising Coordinator
Reports To:	Digital Marketing Manager
Position Type:	Full-time
Date issued:	February 2019

MAIN PURPOSE OF POSITION

The Digital Fundraising Coordinator is responsible for ensuring the continued growth and retention of ActionAid’s donors and supporters. This will be achieved by building and deepening engagement with donors and prospective donors through strategic digital fundraising campaigns and communications to secure increased financial support for ActionAid.

Objectives:

1. Develop digital communications to support warm appeals, emergency appeals, newsletters, EDMs, and develop supporter journeys to deepen and retain AAA supporters.
2. Support Digital Marketing Manager (DMM) with implementing Digital Fundraising Strategy with a focus on digital lead acquisition and online fundraising campaigns, working collaboratively with Digital Mobilisation Hub to grow donor/activist list.
3. Provide regular analysis and reporting on all online campaigns and tests to ensure a data-led focus across the program and digital fundraising growth.

KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Digital Communications	<ul style="list-style-type: none"> • Create and setup fundraising supporter/donor emails and eNewsletters • Create and setup all fundraising landing pages for appeals and flagship campaigns • Ensure all digital fundraising communications are personalised • Work with digital agencies and suppliers when required • Contribute to the development and delivery of online supporter journeys for key audiences in collaboration with the Digital Mobilisation Hub
Digital Fundraising	<p>Under the direction of, and with support from, the DMM:</p> <ul style="list-style-type: none"> • Develop and deliver fundraising emails to regular givers and donors as part of the fundraising retention strategy • Develop content for acquisition campaigns, including SEO, social, email and PPC, in collaboration with the campaigns team • Produce and implement content for the emergency digital fundraising appeals • Support other digital fundraising activity, which may include crowd-funding campaigns and Giving Day • Maintain the back-end management of Raisely and the fundraising section of AAA website

	<ul style="list-style-type: none"> • Support the DMM on the development and implementation of ActionAid’s flagship annual appeals (tax and Christmas) • Lead the development and implementation of the Febuary and August appeals • Work with the DMM to use an integrated multi-channel approach on these key appeals to acquire new donors and drive revenue • Collaborate with the DMM to track retention and ensure digital strategies are sustainable and successful in recruiting and retaining financial supporters • Support the implementaion of the paid digital advertising strategy across video, social, search and display platforms • Implement the digital strategy for donor retention to ensure all online channels are performing and targets are met
Strong Women Challenge	<ul style="list-style-type: none"> • Under the direction of DMM, project manage the Strong Women Challenge peer to peer fundraising campaign • Work collaboratively across teams and with external agencies to ensure goals are being met for the project to succeed • Lead and implement the digital acquistition and conversion strategy to reach campaign and fundraising targets • Work to update and develop SWC supporter journeys • Maintain the website, including content. Ensure it’s optimised to all devices and driving performance. • Prepare campaign creative for SWC acquisition and implement online campaign including testing and optimisation of ads
Systems & processes	<ul style="list-style-type: none"> • Ensure the timely delivery of content and make suggestions for continuous improvement of appeals and communications to ensure donor retention, cost savings and efficient processes in place for effective results • Support and drive the co-ordination of digital processes across the organisation through the Digital Mobilisation Hub and working with the Digital Manager and Data Analyst • Work with DMM and Digital Mobilisation Hub to manage all digital fundraising platforms
Digital Platform Coordination	<ul style="list-style-type: none"> • Support the DMM to manage AA’s donation pages including day-to-day oversight of Raisely • Support the automation of user journeys, reporting and site maintenance • Collaborate with the DMM to ensure the AAA website is optimised for fundraising needs, ensuring content complements fundraising requirements and ensuring donate section and donation forms inspire and drive response • With the DMM manage donor data across email platforms, including tagging and maintenance of data
Analysis, tracking and reporting	<ul style="list-style-type: none"> • With the DMM help identify opportunities for growth and improvement across online channels and fundraising initiatives • Provide reports after each appeal and monthly analysis of fundraising campaigns inclusive of testing results to ensure fundraising efforts are meeting objectives and targets set in the digital fundraising strategy • Drive the tracking process for fundraising across platforms ensruing all digital touchpoints and channels are tagged in Action Network and tracked in Google Analytics and Raisers Edge accordingly

KEY CONTACTS

- Digital Marketing Manager
- Head of Fundraising
- Individual Giving Manager
- Digital Mobilisation Hub
- Digital fundraising platform suppliers

SKILLS & COMPETENCIES REQUIRED

Essential

- Relevant qualifications and 2-3 years of relevant experience
- A commitment to ActionAid's vision, mission and feminist values.
- Excellent written and verbal communication skills.
- An understanding of social media, digital marketing, digital fundraising, donor communication and best practice.
- Excellent project management skills and ability to deliver to deadlines
- The ability to build relationships with stakeholders at all levels and from various demographics.

Desirable

- An understanding of, and interest in, international development and/or humanitarian relief work.
- Knowledge and experience using donor database (Raiser's Edge preferred), email marketing systems, and CMS
- Ability and experience in design and/or video production is an asset.