

POSITION DESCRIPTION

POSITION DETAILS

Position Title: Digital Fundraising Specialist

Reports To: Individual Giving Manager (IGM)

Position Type: Full-Time

MAIN PURPOSE OF POSITION

The Digital Fundraising Specialist is responsible for developing and implementing ActionAid Australia’s digital fundraising strategy.

The role is responsible for driving digital fundraising, innovation and delivering income growth from digital channels. The Digital Fundraising Specialist ensures that the organisation maximises its digital fundraising and engagement in humanitarian emergencies.

Key objectives of the role are:

1. Drive sustainable income growth through digital channels
2. Maximise digital fundraising and engagement in ActionAid’s cash appeals, regular giving campaigns, advocacy campaigns, and emergency appeals
3. Increase acquisition and retention through compelling supporter journeys.

KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Digital Fundraising	<ul style="list-style-type: none"> • Working with the IGM, lead the development and implementation of ActionAid’s digital fundraising strategy as part of the organisational Fundraising Strategy. This includes acquisition and retention. • Lead all multichannel acquisition campaigns to grow ActionAid’s base of financial and non-financial supporters, including regular giving. • Lead the strategy and implementation across paid channels and work with the Communications Specialist on owned and earned channels to maximise opportunities. • Lead ActionAid’s flagship annual digital appeals (ie. tax and Christmas) and emergency appeals working closely with the Individual Giving Manager, Digital Fundraising Officer (DFO) and managing agency/supplier relationships. • Work with the Digital Fundraising Officer to drive single cash gifts through shoulder and newsletter appeals and other single cash gift campaigns • Develop and implement a digital strategy for donor retention with the implementation and continued optimisation of donor journeys • Oversee the implementation of fundraising campaigns across social media platforms. Work with the Communications Specialist on the integration of these in the communications strategy. • Test new digital fundraising initiatives across cash acquisition and lead generation taking a test and learn approach.
Engagement and Retention	<ul style="list-style-type: none"> • As part of the retention strategy, work with the DFO to create compelling email journeys and supporter experiences to support acquisition, retention and engagement. • Work with Communications, Campaigns and Philanthropy & Partnerships managers to coordinate the frequency of communications that audiences and segments receive to ensure the best supporter experience. • Support Campaigns on lead generation for non-financial supporters and digital fundraising opportunities from campaign actions.

	<ul style="list-style-type: none"> Oversee the technical components of the ActionAid Australia website and fundraising platforms (Raisely, Campaign Monitor) with the DFO and ensure donation pages are optimised.
Digital Analysis	<ul style="list-style-type: none"> Use analytical tools and reports to compare ROI of retention channels to help identify opportunities for growth, optimisation and growth across fundraising initiatives Provide regular analysis and tracking against channel and campaign through rigorous testing, income modelling (with the Data Analyst) and lifetime value analysis, to ensure fundraising efforts are meeting objectives and targets Manage ActionAid's Google Analytics account, and ensure all online platforms are being tagged appropriately, and goal conversions are set up for holistic reporting Work with the Data Analyst and Chief Operating Officer to report back on overarching organisational strategy goals and digital financial performance.
Budget & People Management	<ul style="list-style-type: none"> Supervise the DFO supporting them day-to-day and providing opportunities for their personal development growth Manage the digital marketing budget to meet ActionAid's fundraising objectives.

SKILLS & COMPETENCIES REQUIRED

Essential

- A commitment to ActionAid's mission and values
- A commitment to women's rights
- At least 4 years experience working progressively in digital fundraising
- Experience in leading multichannel fundraising campaigns with a demonstrated understanding in SEM, display advertising, social media and content marketing, and remarketing
- A proven track record in maximising the effectiveness of digital marketing campaigns for revenue growth
- Demonstrated experience and track record of leading paid marketing campaigns for lead acquisition- including implementation, reporting and post-campaign analysis
- Extensive knowledge of web, mobile and interactive technologies in a direct response environment
- Experience in fundraising platforms with a focus on user experience
- Excellent project management skills with a proven track record of running projects to meet deadline and budget with multiple stakeholders
- Strong analytical skills and reporting
- Proven innovative, creative thinker, able to identify new fundraising opportunities and develop conceptual ideas
- Demonstrated ability to collaborate and work effectively with internal colleagues and external suppliers and stakeholders.

Desirable

- A degree in a communications or marketing related discipline
- Experience in using Raisely, Campaign Monitor and Raisers Edge
- Experience in using payment gateways and managing CMS systems
- Experience in the management of supporter journeys including testing and tracking to maximise impact.

