

Digital Fundraising Executive (Global)

Jan 2021



Join the family ... be part of the end game

Contents

Letter from the Global Director of Direct Marketing	3
About Us	4
Dept. Structure	5
Job Description	6
Person Specification	8
Conditions and Benefits	10
Recruitment schedule and how to apply	11



Welcome to Animals Asia

I'm delighted to introduce you to Animals Asia, a progressive, dynamic and global organisation making great advances in animal welfare predominantly in China and Vietnam, but with reach across Asia. If you are looking for a career move that will enable you to play a key role in creating significant, lasting change you will be excited about working here.

In 1998, we set out with a primary goal of ending bear bile farming – a horrific trade that is arguably the world's cruelest form of animal abuse. In 2017, the Vietnamese Government announced its partnership with Animals Asia to bring this to an end by 2022. This year, we will be raising funds to build a new sanctuary in Vietnam so we can bring the last the country's bile bears home. There has never been a more exciting time to join the team and be part of this historic, rewarding journey. We are also at the forefront of ending elephant riding in Vietnam – a model which we hope can be rolled out across the rest of Asia.

Our fundraising team is equally progressive and exciting. You will be joining an exceptionally talented, passionate and dedicated group of people brimming with ambition and potential. Last year, we raised a record breaking \$14m globally but this is still only the tip of the iceberg – we could do so much more and investing in the right people to join our team is critical.

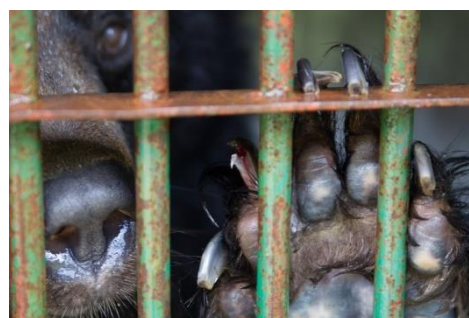
The Direct Marketing team is looking to expand and we need your help. Digital channels have proved to be one the strongest ways to recruit new donors, and more and more of our donor communications are moving online. To help us manage the ever-increasing demands of this workload, we are looking for a skilled digital fundraiser.

You'll be comfortable writing copy for web and emails and working collaboratively across teams to help support our direct mail programme. You'll have an eye for solid fundraising propositions and be able to distill this information so it's appropriate for digital channels. Ideally, you'll have some experience working with paid advertising on Facebook and Google search. Working from home means you'll be a self-starter, always looking for opportunities to create engaging fundraising content, and get a buzz raising millions in a dynamic global working environment.

If you are keen to join the Animals Asia family and be part of this inspirational journey, I look forward to hearing from you.

Warmly,

Rod Paterson
Global Director of Direct Marketing



About us

Our Vision

To end cruelty and restore respect for all animals throughout Asia.

Our Mission

To end the farming of bears for bile in Vietnam and China, provide sanctuary for bears, end the suffering of wild animals in captivity, and ensure humane treatment of dogs and cats.

Our Values

- The welfare of all animals is our first priority.
- We are responsible guardians of the animals under our care
- We strive to find compassionate solutions that benefit people as well as animals.
- We act ethically, responsibly and fairly in all our dealings.
- We are committed to responsible stewardship of donor funds.
- We are committed to responsible environmental stewardship.

Our guiding principles

Everything we do, 'The Animals Asia Way', is underpinned by our four pillars:

Empathy

Towards all animals and people

Respect

For each individual animal or person, community & culture

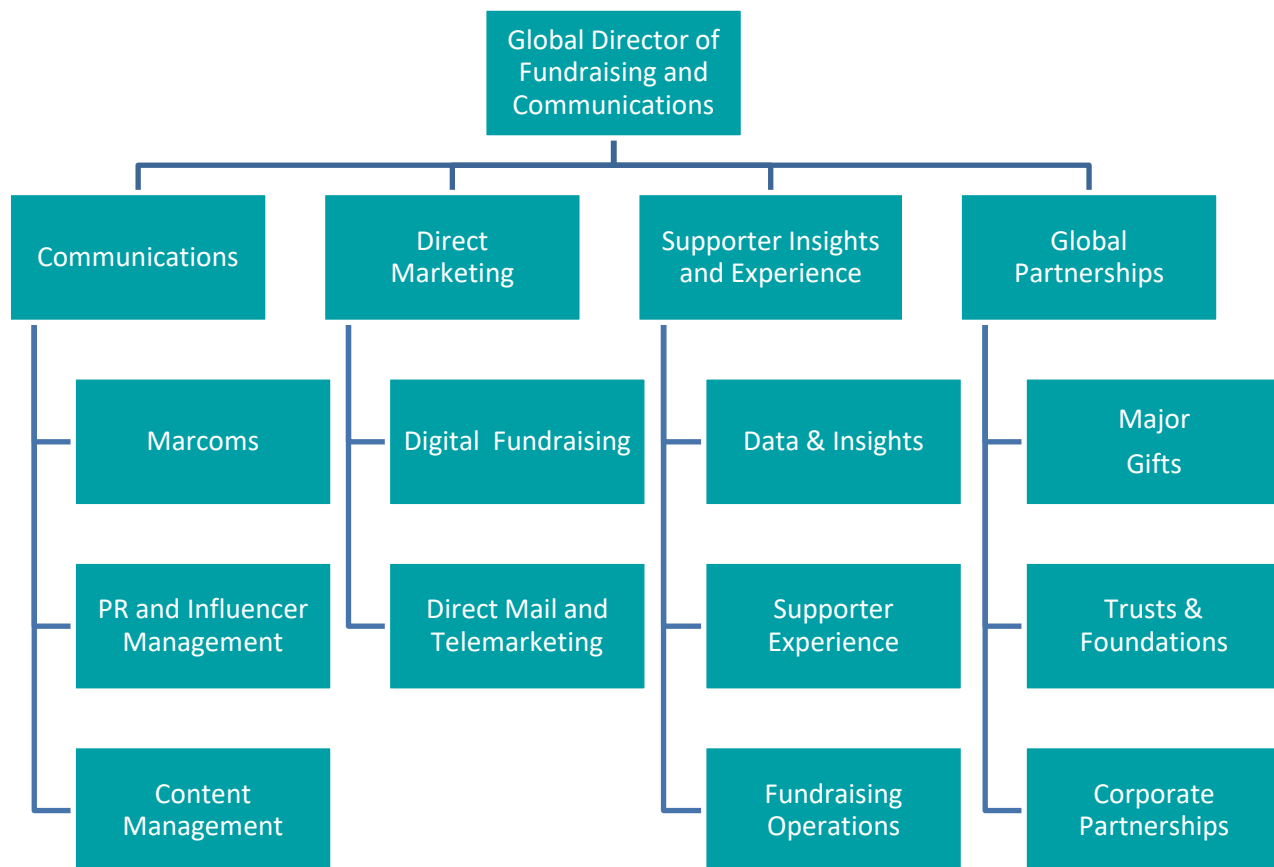
Courage

To be kind, to forgive and to innovate

Tenacity

Commitment to goals no matter how long or hard the course

Department Structure



Some words from the team

"Almost immediately I felt like part of a very caring global family, caring for the animals and for each other. Despite the miles, I feel really close to my colleagues around the world, which is so exciting. I get to feel as though I'm on the frontlines of animal welfare, so I can really appreciate the outcomes of my work. It's amazing to be part of an organisation that really lives its values and is amazingly effective and inspiring. And our bear bosses make every day one to get excited about."

Alastair Lubbock, Senior Content Manager, UK

"Animals Asia does a really good job in changing people for the better and I'm a very lucky example of this. I've learned so much since I've been here and my points of view about animal welfare, environment and donor communication have been changed positively and for the better. Working here, I feel that I'm surrounded by kindness and passion. Lucky me!"

Ngoc Chu Bich, Supporter Engagement Coordinator, Vietnam

"Animals Asia is a community full of love and kindness. Our staff and supporters from all around the world share the same values and are working towards the same goal. I'm so glad to be part of this community. Every time I see the bears smile, I know I am doing something right."

Nicole Ho, Donor Development Officer, Hong Kong

Job Description

About the role

The Digital Fundraising Executive is responsible for planning and delivering Animal Asia's global digital marketing and fundraising activities – including social media advertising, the virtual gift program, lead generation campaigns and online fundraising appeals.

As part of the Global Direct Marketing team, the Digital Fundraising Executive contributes to the digital marketing and fundraising needs across the entire fundraising program, including local market activity.

General Responsibilities:

- In collaboration with the Global Head of Digital Fundraising and the Senior Digital Fundraising Executive Design, plan and implement the digital strategy to support the Direct Marketing program and its various products (both single gift and regular giving)
- Provide monitoring and reporting on digital activity – including lead generation activity, emails and social media
- Create engaging and creative digital content to support fundraising campaigns, including video for paid social media advertising
- In collaboration with the Global Head of Digital Fundraising and the Senior Digital Fundraising Executive, administer a donor communications approach, including the use of automation where possible and deepening personalisation in donor communications to increase donor engagement and loyalty
- Coordinate and write compelling supporter communications which tell engaging stories and move people to action through emails, social media, advocacy platforms (including petition and pledge pages) and donation forms
- Create appropriate communications to introduce new supporters to Animals Asia, thanking and welcoming donors
- Build, optimise and maintain donation pages and emails using Engaging Networks software – including A/B testing
- Manage the activity from Facebook fundraisers, including thanking, data transfer and using any relevant platforms to assist in this process (such as GivePanel).
- Assist Data Management and Analytics team with the optimisation of Animals Asia's website to help create frictionless supporter journeys
- Work collaboratively with the fundraising and communications teams to ensure digital campaigns are fully briefed into the relevant stakeholders ahead of implementation
- Ensure all fundraising web and digital content is relevant and optimised

Data and Administration

- Help to deliver smooth and tailored supporter journeys through Engaging Networks

General

- Proactive attendance at team meetings, relevant seminars and staff meetings
- Proactive in keeping across new digital marketing and fundraising initiatives and trends in the sector
- Represent Animals Asia at internal and external functions and events as required



Person Specification

Experience, training & qualifications

- Demonstrate experience and understanding of managing digital marketing activities and fundraising campaigns – including paid social media advertising campaigns and Google Adwords/Display
- Demonstrate ability to craft strong call to actions, fundraising propositions and write compelling digital copy – including web pages, donation pages, paid advertisements and emails
- Ability to convert digital communications into engaging digital fundraising content – using photo imaging and video editing tools
- Understand how to deliver a smooth user experience and build landing pages that drive conversions
- Understand how to spot opportunities to tell a great story in order to acquire new donors and supporters
- Ability to problem-solve and independently manage multiple digital projects
- Experience with recognized fundraising software such as Engaging Networks is desirable
- Basic knowledge of HTML is desirable

Communication / interpersonal skills

- Excellent understanding of digital marketing and fundraising principles
- Excellent oral and written communication skills and the ability to write for and present to a variety of audiences
- Good people skills with a high level of organisational awareness and ability to liaise with a broad and diverse range of stakeholders
- Be flexible, adaptable, people oriented with strong supporter care focus
- Commitment to professionalism, discretion and confidentiality
- Proactive, with a “can do” attitude, always results driven to improve performance
- Well presented, articulate and polite

Knowledge and abilities

- A solid understanding of direct marketing best-practice principles including testing and segmentation strategies
- An understanding of the process required to support digital marketing program and awareness of new initiatives and trends in the discipline
- Excellent ability to project-manage multiple campaigns, whilst maintaining exceptional attention to detail and remaining results driven to achieve targets
- The ability to exercise initiative and effectively plan and prioritise work to meet deadlines, and to work calmly under pressure
- The ability to develop short to long-term plans and to analyse performance
- Strong computer literacy in Microsoft Office, particularly Word, Excel and PowerPoint
- Demonstrated ability to work as a member of a global team in a complex environment as well as autonomously without close supervision
- Demonstrated ability and willingness to take initiative and to improve and enhance existing systems and procedures (quality assurance)
- Demonstrated ability to maintain confidentiality and comply with privacy requirements
- Demonstrated ability to work across diverse stakeholders.



Conditions and Benefits

Place of work	Home based - Global
Salary	USD \$34k / GBP £25k
Working hours	<p>Full time – standard hours are 37.5 hours per week from 9am to 5pm Monday to Friday with a 30 minute unpaid lunch break.</p> <p>You will be required to work such additional hours as are necessary to fulfill your role which may include evenings and weekends. You will be expected to manage your hours, responsibilities and workload accordingly.</p>
Reports to	Global Head of Digital Fundraising
Manages	n/a
Budget responsibility	n/a
Probation	
Annual leave (UK)	<p>Initially 24 days per year rising to a maximum of 28 after 5 years.</p> <p>8 public holidays.</p> <p>The holiday year runs from January 1st to December 31st.</p>
Other benefits	Training will be provided as required

Recruitment schedule and how to apply

To apply Please send CV's with covering letter outlining how you meet the person specification and why you should be considered for this role.

jobs@animalsasia.org

Please include the job title in the subject line of your email.

Closing date Noon (GMT), Tuesday 9 February 2021

Interviews will be scheduled on an ongoing basis

To find out more www.animalsasia.org

Unfortunately we are unable to respond to every applicant. If you have not heard from us by Friday 12 February, we will not be taking you forward in the application process

