

POSITION DESCRIPTION

POSITION DETAILS

Position Title:	Digital Fundraising Manager
Reports To:	Head of Fundraising
Manages:	Digital Fundraising Co-ordinator
Position Type:	Full-Time

MAIN PURPOSE OF POSITION

The Digital Fundraising Manager is responsible for leading the development and implementation of ActionAid Australia’s digital fundraising strategy including innovative fundraising campaigns and initiatives.

The role is responsible for driving digital fundraising and delivering income growth from digital channels. The Digital Fundraising Manager 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, peer-to-peer campaigns, advocacy campaigns, and emergency appeals
3. Increase acquisition and retention through a lead generation strategy and compelling supporter experience.

KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Digital Fundraising	<ul style="list-style-type: none"> • Lead the development and implementation of ActionAid’s digital fundraising strategy. • Lead all multichannel acquisition campaigns to grow ActionAid’s base of financial and non-financial supporters. • Lead the strategy and implementation across paid channels and work with the Communications Manager on owned and earned channels to maximise opportunities. • Lead ActionAid’s flagship annual appeals (i.e., tax and Christmas) and emergency appeals working closely with the Individual Giving Manager. • Work with the Digital Fundraising Coordinator on the implementation of the February, August and newsletter appeals. • Lead the implementation of ActionAid’s Strong Women Challenge to ensure growth and optimisation of the program. • Develop and implement a digital strategy for donor retention with the supporter journey working group • Oversee the implementation of fundraising campaigns across social platforms and work with the Communications Manager on the integration of these in the communications strategy. • Test new digital fundraising initiatives across peer to peer, cash acquisition and lead generation.

Engagement	<ul style="list-style-type: none"> • Co-lead the Engagement Hub with the Head of Campaigns and lead the supporter journey and acquisition working group. • Work with the Head of Campaigns on lead generation for non-financial supporters and digital fundraising opportunities. • Lead the Supporter Journey working group to create compelling email journeys and supporter experiences across acquisition, retention and engagement. • Lead the Acquisition working group to drive new supporters to ActionAid's digital channels and create engaging journeys to ensure supporter retention. • Oversee the technical components of the ActionAid Australia website and fundraising platforms (Raisely, Campaign Monitor) with the Digital Fundraising Coordinator.
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 improvement across fundraising initiatives • Provide regular analysis and tracking against channel and program effectiveness 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 Head of Finance to report back on overarching organisational strategy goals and digital financial gains/losses
Budget & People Management	<ul style="list-style-type: none"> • Manage the Digital Fundraising Coordinator 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.
- 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.