

Job Description

Job Title: Digital Fundraising Manager
Reports To: Global Head of Digital Fundraising
Directorate: Global Fundraising
Location: Haywards Heath
Direct Reports: 3

Context:

Sightsavers' vision is of a world where no one is blind from avoidable causes and where visually impaired people participate equally in society. We are an international organisation working with partners in developing countries to eliminate avoidable blindness and promote equality of opportunity for people with disabilities.

We have around 500 staff worldwide, with our head office based in Haywards Heath. The Global Fundraising team is responsible for raising over £30m of largely unrestricted income.

The Digital Fundraising team sits alongside Fundraising Services, Direct Marketing, Online and Fundraising Analysis, within the Individual Giving & Marketing Directorate. Sightsavers has fundraising programmes in Italy, Sweden, Norway, UK, US, Ireland and India. The Digital Fundraising team works across all of these countries.

Job Purpose

Support the Global Head of Digital Fundraising to maximise global income, supporter recruitment and retention through digital channels, including email, search and display across the countries where Sightsavers fundraises. Deputise for the Global Head of Digital Fundraising where needed.

Main Responsibilities

- Work with the Global Head of Digital Fundraising to develop global strategies for email, search, display, paid social and other digital marketing channels. Take lead responsibility for the operational running of the digital fundraising programme, including cost effective and timely execution of digital fundraising campaigns, prioritisation and resourcing, and optimisation of projects from beginning to end.
- Manage relationships with digital marketing suppliers (including email platform provider, online search and display agencies, digital creative agencies) to ensure they are aligned with Sightsavers' objectives and deliver to agreed KPIs.
- Take a key role in the budgeting and reforecasting process for the digital fundraising programme. Make investment cases for new activity and growth to support decision making across the programme and fundraising. Pro-actively manage budgets, monitor and report on digital fundraising campaigns to ensure digital fundraising delivers on target.



- Work with the Digital Analyst to provide context and insight for digital reporting documents, covering specific campaigns and the overall programme. Use reporting and analysis to monitor and optimise the programme, keep colleagues and management informed, and support decision making.
- Work closely with the fundraising and digital teams to ensure online and offline fundraising campaigns are integrated and digital channels are used effectively for retention and development of supporters.
- Help ensure digital activity is joined up and optimised across Sightsavers by providing advice and updates to colleagues across fundraising, policy campaign, online and media teams.
- Manage and develop the Digital Fundraising Executives, being a positive role model, supporting, motivating and facilitating personal and professional growth and progression to ensure the team is operating at the highest possible level and all team members have the opportunity to grow.

Planning and Organising

- Continually look for opportunities to push digital fundraising forward and deliver exceptional experiences for donors.
- Identify potential new and innovative digital activities to recruit new supporters and maximise long-term net income, developing business cases and implementing tests as required.
- Provide fundraising insight to help design and deliver the test and optimise programme on owned online assets (eg donation funnels and landing pages).

Decision Making

- Analyse existing and potential projects/campaigns to help determine viability and prioritise, in order to plan resource and allocate space online.

Key Contact/ Relationships

- Online Team
- Direct Marketing Team
- Major Giving Team
- Global Fundraising Teams
- Email Platform supplier
- Digital Media agencies
- Other digital suppliers

Knowledge, Skills and Experience

- Proven experience of managing, motivating and developing a diverse team.
- Substantial digital fundraising or digital marketing experience, including planning, evaluating and delivering successful campaigns that drive response across PPC, email, display and site optimisation within a growing and ambitious programme.
- Proven track record of generating income.

- Proven ability to think and act strategically, planning and evaluating activity and opportunities within the context of the wider programme as well as individually. Ability to translate concepts into effective action plans.
- Excellent management and leadership skills with the ability to build strong relationships, based on mutual respect and trust, and ensure that the relationships thrive under pressure.
- Proven ability to manage a diverse range of stakeholders across multiple countries, and ensure all parties are on board with the programme of activity. Maintain strong, professional relationships despite the challenges of limited resources and conflicting priorities.
- Proven experience of effective financial management, including creating, presenting and interrogating business cases; proposing, managing and reforecasting budgets; providing financial narrative and reconciling results.
- Experience of managing agencies and negotiating strong commercial agreements.
- Experience of appraising new ideas and proposals and making decisions to test (or not) as appropriate.
- Experience of delivering and analysing integrated multi-media campaigns, including recording, gathering, organising, presenting and evaluating information in order to improve performance and aid decision making.
- Experience of planning, scheduling, allocating and evaluating work carried out by teams, individuals and self.
- Experience of using digital platforms such as email marketing platforms, content management systems and analytics platforms.
- Experience of working with an environment of constant change, often working to very tight deadlines and changing priorities.
- Ability to identify, create and edit strong fundraising content.
- An understanding of and commitment to equality of opportunity for disabled people.
- Excellent interpersonal, communication and negotiation skills, including when under pressure to deliver.
- Strong project management skills.
- Positive, results driven individual.
- Strong analytical skills.
- Creative and innovative thinker, motivated by pushing the boundaries.
- Experience of working for a non-profit organisation is desirable.
- Highly IT literate – proficient in use of Microsoft Office.
- Robust, confident, ‘can-do’ attitude that thrives on challenges and remains calm under pressure.

Nature and Scope

This role involves a significant amount of working across several, sometimes disparate teams to pull together a cohesive approach and plan. The role holder will be involved in a wide range of projects that do not fall solely within the digital fundraising programme.

Date as of: February 2019