

## JOB PROFILE: DIGITAL MANAGER

Role:	Digital Manager	Date profile last reviewed:	November 2024
Name:		Reports to:	Head of Communications

### MAIN SUMMARY OF ROLE:

A pivotal role for the Fund the Digital Manager will develop and deliver the Fund's digital communications and digital fundraising strategy, designed to generate income and increasing awareness of the Fund's activities and services. An innovative thinker the Digital Manager will take the lead on developing digital excellence, proposing and implementing digital campaigns plus standalone activities for both fundraising and non-fundraising purposes, support the digital elements of fundraising activity, manage the website and social media channels, have responsibility for managing external agencies, meeting performance expectations, income generation, control of expenditure.

### KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Digital fundraising and marketing strategy – Develop and deliver the Funds digital fundraising and communication's strategy. Achieving set targets for supporter recruitment, conversions and income from digital activities and monitor and evaluate income and ROI.
- Communications – Manage and develop best practice across the Fund's website, intranet, social media channels, and digital newsletters. Be a key member of the Communications team and hold relationships across the entire organisation generating and strategic content.
- Income generation – Working with the fundraising, and communications and marketing teams to generate income through digital fundraising campaigns and activities, and the provision of the online shop. Manage online fundraising platforms and develop stewardship and supporter journeys. Manage the Google grants account to maximise impact.
- Digital functionality – Manage and develop the Fund's usage of digital channels and platforms including the website, intranet, web shop, and email marketing, fundraising and social media platforms, ensuring an industry leading approach.
- Website – Manage develop the Fund's website ensuring content, UX and user journeys are valid and continually reviewed. Working with teams across the organisation to develop engaging content and timely updates. Lead on SEO and other activities to improve traffic and conversions.
- Social Media – Manage the Fund's social media channels, working with the digital team and the comms and fundraising teams to ensure regular engaging organic content is posted. Develop and maintain the Funds community management process. Set up and run paid social media campaigns to support fundraising and welfare activities. Use analytics to shape and inform the content plans.
- Digital marketing – Manage the organisation's e-newsletter and mailshots. Working with the communications and fundraising teams on the content.
- Supplier relationship – Manage the relationships with digital suppliers used by the Fundraising and Campaigns directorate including, hosting providers, email marketing platform, social media platform, fundraising platforms, website agencies and digital marketing agencies.
- Intranet – With the IT department manage and develop the intranet to maximise usage and encourage staff contributions and engagement.
- Budget responsibility – responsible for the Digital budget.
- Collaboration – work with other teams particularly fundraising and campaigns to support the delivery of their work providing digital support and advice to optimise the impact of their

activities.

- Data and analytics – Use data and insight to develop and optimise digital activities and content to generate new audiences, maintain existing and drive conversions. Produce regular reports demonstrating performance of digital channels and campaigns.
- Personal development – Keep abreast of the latest developments in digital fundraising and marketing and ensuring the Fund is keeping pace with these.
- Line management – Manage the Digital Executive(s), delegating task where appropriate, managing workloads and ensuring they are able to meet their objectives.

#### COMPETENCIES REQUIRED FOR THE ROLE

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> <li>• Formulating Strategies &amp; Concepts</li> <li>• Delivering Results &amp; Meeting Stakeholder Expectations</li> <li>• Creating &amp; Innovating</li> <li>• Analysing</li> <li>• Presenting &amp; Communicating Information</li> <li>• Working with People</li> <li>• Adapting &amp; Responding to Change</li> </ul>	<ul style="list-style-type: none"> <li>• Relating and networking</li> <li>• Learning and researching</li> <li>• Coping with pressure and setbacks</li> <li>• Achieving personal work goals and objectives</li> </ul>

#### QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

##### Academic or Professional Qualifications (or equivalent):

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> <li>• Educated to degree level or Digital Marketing/Fundraising Qualification or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Membership of the Chartered Institute of Fundraising</li> </ul>

##### Knowledge/ Experience:

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> <li>• Extensive experience of managing websites and working on content management systems.</li> <li>• Experience of email and search marketing</li> <li>• Excellent understanding of digital marketing principles and best practices.</li> <li>• Proven experience in managing digital paid media fundraising activities</li> <li>• Experience of delivering display campaigns.</li> <li>• Experience in using all social media platforms.</li> <li>• Proven experience in delivering effective email marketing campaigns with a strong working knowledge of best practice and understanding of email marketing platforms.</li> <li>• Proven experience of using analytics tools (including Google Analytics) to generate income.</li> <li>• Experience of using Adestra, Drupal,</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of online payment gateways.</li> <li>• Experience of promoting national fundraising events.</li> <li>• Experience in managing and promoting lotteries and raffles online.</li> <li>• Experience of using the CARE database</li> <li>• Experience of ecommerce or managing an online shop.</li> <li>• Experience in developing content for different audiences to drive conversion.</li> </ul>

<p>Google Display Network or similar.</p> <ul style="list-style-type: none"> <li>• Strong knowledge of SEO</li> <li>• Solid understanding and experience of HTML and Adobe Photoshop and InDesign.</li> <li>• Experience of briefing and working with external agencies.</li> <li>• Experience of using a fundraising database.</li> <li>• Experience in creating supporter journeys.</li> <li>• Line management experience.</li> <li>• Proficient in the use of MS Office applications.</li> </ul>			
<p><b>Skills/Abilities:</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p style="text-align: center;"><b>ESSENTIAL</b></p> <ul style="list-style-type: none"> <li>• Delivering results and driven to exceed client expectations – working in a systematic, methodical and orderly way.</li> <li>• Takes initiative, acts with confidence and works under own direction.</li> <li>• Excellent oral and written communication skills with a thorough, accurate and excellent attention to detail.</li> <li>• Following instructions and adhering to policies and procedures.</li> <li>• A passion for understanding digital trends and innovation.</li> <li>• Planning and organising – managing time effectively, meeting deadlines and prioritising workload.</li> <li>• Working with people – working well as part of a team and supporting others.</li> <li>• Writing and reporting – writing clearly and succinctly, in a well-structured and logical way.</li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <p style="text-align: center;"><b>DESIRABLE</b></p> <ul style="list-style-type: none"> <li>• Strong interpersonal skills, relating well to people at all levels.</li> <li>• Creative flair, with the ability to spot a good story or opportunity.</li> </ul> </td> </tr> </table>		<p style="text-align: center;"><b>ESSENTIAL</b></p> <ul style="list-style-type: none"> <li>• Delivering results and driven to exceed client expectations – working in a systematic, methodical and orderly way.</li> <li>• Takes initiative, acts with confidence and works under own direction.</li> <li>• Excellent oral and written communication skills with a thorough, accurate and excellent attention to detail.</li> <li>• Following instructions and adhering to policies and procedures.</li> <li>• A passion for understanding digital trends and innovation.</li> <li>• Planning and organising – managing time effectively, meeting deadlines and prioritising workload.</li> <li>• Working with people – working well as part of a team and supporting others.</li> <li>• Writing and reporting – writing clearly and succinctly, in a well-structured and logical way.</li> </ul>	<p style="text-align: center;"><b>DESIRABLE</b></p> <ul style="list-style-type: none"> <li>• Strong interpersonal skills, relating well to people at all levels.</li> <li>• Creative flair, with the ability to spot a good story or opportunity.</li> </ul>
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<p><b>Other Requirements:</b></p> <ul style="list-style-type: none"> <li>• Travel to other Fund and UK locations (as appropriate).</li> <li>• Such other duties that occasionally arise, which fall within the purpose of the post.</li> </ul>			

## **Signature**

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: