

DIGITAL FUNDRAISING OFFICER JOB DESCRIPTION



Job title: Digital Fundraising Officer

Reports to: Digital Fundraising Manager

Location: Angel Gate, Islington, London EC1
(working remotely to start; flexible working patterns/locations will be considered beyond)

Hours: Full time, permanent (37.5 hours)

Salary: c£26K

Background: 11 women die every day from ovarian cancer and survival rates in the UK are among the worst in Europe. Target Ovarian Cancer is the UK's leading ovarian cancer charity. **Join us to raise awareness, fund research and save lives.**

We are the authority on ovarian cancer. We work with women, family members and health professionals to ensure we target the areas that matter most for those living and working with ovarian cancer.

Together with the ovarian cancer community, we are transforming the future for women in the UK who are living with ovarian cancer and thousands more who are yet to be diagnosed. But there is so much more to do. We will not stop until we have achieved our goal of doubling survival from ovarian cancer by 2050.

Overview: In this new role, the Digital Fundraising Officer will maximise income, supporter recruitment and retention through digital channels, including email (fundraising appeals), search, display and paid social.

As a key member of the Communications team, you'll support the Digital Fundraising Manager with all areas of the digital strategy including planning and implementation, as well as working closely with Fundraising colleagues to deliver a coherent and consistent package of expert support across the different areas of fundraising.

You'll help to maximise lifetime value from individual supporters and ensure that beneficiaries and all audiences are able to find and access information and support easily, through a programme of continual testing and improvement of content and user journeys.

SPECIFIC RESPONSIBILITIES

- Be the Content Lead for Fundraising pages on the Target Ovarian Cancer website, responsible for creating and/or editing and updating content (maintaining and optimising) and working with other digital team members to develop new website functions.
- Execute digital fundraising campaigns – deliver paid advertising on Facebook working closely with Fundraising colleagues to support delivery of their campaigns, as well as working alongside the Digital Communications Officer to ensure messages, reporting and content creation work together to provide a better experience for our supporters.
- Where required, develop content for and delivery of email broadcasts and provide training where needed to support fundraising best practice.
- Work across teams to ensure online and offline fundraising campaigns are integrated and digital channels are used effectively for retention and development of supporters.
- Monitor and report on digital fundraising campaigns.
- Proactively maintain excellent knowledge of digital fundraising practices and campaigns in the sector, including competitor analysis, to ensure you are able to strengthen the output of the team from experience and knowledge.
- Monitor digital fundraising trends, emerging audiences and competitor activity.

PERSON SPECIFICATION

	Essential	Desirable
Knowledge and experience		
Practical experience of social media channels including use of a scheduling tool (eg Sprout Social, Tweetdeck, Falcon)	X	
Understanding of Google Analytics	X	
Demonstrable experience of using analytics tools and analysing data to inform decision-making	X	
Knowledge of how organic, boosted and paid ads can form part of an integrated, multi-channel strategy	X	
Understanding of digital customer journeys and stewardship journeys	X	
Experience with setting up paid search/PPC campaigns on AdWords		X
Design and creative skills (Adobe suite inc Photoshop)		X
Experience in working with external agencies, such as digital media and creative agencies		X

Personal attributes and skills		
Commercially aware, able to spot opportunities and trends	X	
Analytical – able to spot issues and opportunities within data and act quickly on them	X	
A creative thinker who demonstrates a passion for innovation and applies it to working practises	X	

Able to organise a busy and varied workload and prioritise tasks to meet deadlines	X	
Ability to form and maintain good working relationships both internally and externally at all levels	X	
Excellent communication skills and the ability to work with and influence a wide range of stakeholders	X	
Computer literate and able to use a range of IT products to a high standard	X	

EQUAL OPPORTUNITIES

Target Ovarian Cancer is committed to the promotion of equal opportunity and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

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