Job Description
for
Fundraising Digital Marketing Lead

Responsible to:
Senior Marketing Officer

Main Purpose of Job:
We are seeking an experienced and strategic Fundraising Digital Marketing Lead to drive our digital fundraising ambitions. The ideal candidate will have a strong background in digital marketing, particularly within the nonprofit sector, and a passion for leveraging digital platforms to drive fundraising success. This role requires a creative thinker, a data-driven approach, and a commitment to making a positive impact on our charitable organisation.

As part of the fundraising team, you will work closely with the Senior Marketing Officer to realise World Horse Welfare’s digital fundraising potential, focusing on donor recruitment and stewardship, new donor acquisition, and delivering successful digital fundraising campaigns to maximise the charity’s income. You will work in collaboration with the wider fundraising and communications teams to gather insights that will help to refine and deliver our digital strategy. The successful candidate will join a busy, friendly, and capable team working to develop the charity’s digital performance. This is a new role with enormous scope to influence the digital marketing strategy development for one of the UK’s leading animal welfare charities.

Key Tasks & Responsibilities:

- Working with the Director of Fundraising and Senior Marketing Officer to refine and deliver a digital strategy aimed at driving sustainable growth, donor engagement, acquisition, and retention.
- Plan, execute, and optimise omnichannel digital fundraising campaigns (paid and organic) maximising SEO, SEM, PPC and social media.
- Manage investment in CRO/UX, with the aim of improving conversion rates and the overall donor journey.
- Collaborate with the Communications team to create compelling and emotionally resonant digital content, including videos, graphics, blog posts, and social media updates, to cultivate a strong online community.
• Work with the Communications team to oversee the creation and distribution of impactful fundraising emails, including segmenting email lists, crafting persuasive copy, and optimising email performance.

• Monitor, measure and report digital fundraising performance metrics - such as conversion rates, donor retention, and campaign ROI, - of all digital campaigns and assess against agreed KPIs. Use insights to refine strategies and tactics.

• Work with our external agencies and the Fundraising and Communications teams to implement strategies to enhance the donor journey, from initial engagement to ongoing stewardship, with a focus on increasing donor loyalty and long-term engagement.

• Collaborate closely with members of our Communications team to ensure that all digital channels publish consistent and timely fundraising content, including the website, email communications and social media channels.

• Manage budget allocation to maximise campaign performance and ROI.

• Collaborate with the charity's patrons, influencers and our Corporate Partnerships Officer to maximise our brand reach across their social networks.

• Work with the charity’s GDPR lead to ensure all digital fundraising activities adhere to relevant legal and regulatory requirements, including data protection and privacy laws.

• Stay up to date with digital technology trends, tools and techniques to ensure the charity is able to adapt and flex in order to maximise digital impact.

• Monitor competition to drive insight for continuous improvement.

• Provide guidance and mentorship to junior members of the digital marketing team, fostering their growth and development within the charity.

**Health & Safety**

- To ensure the effective implementation of the World Horse Welfare Health & Safety Management System by all staff.

- To monitor the staff compliance with legal requirements and all World Horse Welfare policies to ensure that all risks within the working environment are reduced as low as reasonably practicable.

**Person Specification**

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<th>Experience</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Proven digital fundraising experience of driving sustainable growth, donor engagement, acquisition, and retention.</strong></td>
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<td>Experience of using Engaging Networks is highly desirable, but not essential.</td>
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<td><strong>A proven track record of CRO/UX success.</strong></td>
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<td><strong>Experience of securing paid-for digital and social media campaigns.</strong></td>
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<td><strong>Experience of developing and implementing digital marketing promotions plans, delivering them on time and on budget.</strong></td>
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<tr>
<td><strong>Experience</strong></td>
<td><strong>Knowledge/Skills</strong></td>
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| • Experience with B2C social media, Google Adwords and email campaigns and SEO / SEM.  
• Experience of managing, motivating and mentoring a team. | • An understanding of what Ad Grants are available to charities and how to get the most out of them.  
• An eye for good design and brand application across a range of channels.  
• Excellent knowledge of web analytics tools.  
• Working knowledge of ad serving tools.  
• Excellent understanding of digital marketing concepts and best practices.  
• Strong understanding of key digital platforms, including social media, email marketing, paid advertising, and crowdfunding platforms.  
• An understanding and practical experience of executing professional digital campaigns across social media channels.  
• Able to demonstrate a track record of using data to underpin digital marketing decisions. |
| **Personal Attributes** | **A strong communicator.**  
• Excellent social and interpersonal skills.  
• Analytical mindset and ability to think critically.  
• The ability to work effectively with people at all levels.  
• Ability to manage multiple projects simultaneously.  
• Attention to detail and accuracy in both oral and written communications.  
• Enthusiastic, highly motivated and flexible. |
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<td>• Ability to be flexible, proactive, organised, meet deadlines, and ensure accuracy.</td>
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<td>• Ability to work as part of a team and on one’s own initiative.</td>
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<td>• Interest and empathy with World Horse Welfare aims and activities.</td>
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