

Job Title: Senior Digital Fundraising & Marketing Executive

Responsible to: Income Generation & Development Lead

Responsible for: Income Generation by Digital Media and Stewardship of Donors

Main Purpose of job:

The Digital Marketing Executive role will be responsible for planning, creating, and implementing paid and organic social media campaigns, discovering, creating relevant content, and ensuring the future growth of the charities online, social media and digital initiatives.

The role will provide support to all teams within the charity to help achieve departmental objectives and broadcast an overview of services, focusing on the charities vision, aims and objectives.

Main Duties:

- To support the fundraising department by generating income to target via the online platforms.
- To liaise between each department, identifying opportunities for engaging online content.
- Create and deliver regular, inspiring content for all social media channels, attracting new followers and engaging supporters (working across departments).
- Create a social media strategy, identifying opportunities for paid and organic social media campaigns (e.g. event marketing campaigns).
- Day to day management of social media channels (i.e. answering messages) and other advertising platforms (e.g. Google Ads).
- Reviewing the performance of content across digital platforms, evaluating successes and failures to inform future activity.
- Engage with social influencers to develop a relationship to increase awareness of the charity.
- Monitor trends and breaking news so that we are able to produce responsive content
- Ensure all content adheres to brand guidelines.
- Creating online stewardship plans to support event participants and encourage further fundraising income.
- Attend training opportunities and conferences to keep up to date with IT changes.
- Create a social media calendar identifying key promotional opportunities (i.e. Smile Day).
- Support departments, being part of working groups to help shape future projects for the charity.
- To manage all online fundraising appeals or campaigns.
- Attend weekend events to support the Fundraising Team when needed.
- To prepare and present written reports and information as requested.

Footnote: This job description is provided to assist the jobholder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post