



Job Description

Job Title	Digital Fundraising Manager
Department	Fundraising
Reports To	Head of Mass Fundraising
Contract Type	Permanent
Salary	c£38,500

Job Purpose

An exciting role with significant scope to shape a digital fundraising strategy and programme of work to maximise income, supporter recruitment and retention through digital channels.

Reporting into the Head of Mass Fundraising and working extremely closely with the Marketing & Communications team you will deliver a cohesive and impactful approach to digital fundraising.

Key Responsibilities

- Engage with key stakeholders develop and deliver a digital fundraising strategy aligned with the organisation's goals and objectives. Identify key digital fundraising opportunities and implement strategies to optimise online giving.
- Execute digital fundraising campaigns, integrating fundraising initiatives across all digital channels including social media and email marketing working closely with the Digital Marketing team.
- Responsible for the development/commissioning of specific digital media materials as needed to support fundraising initiatives.
- Act as content lead for all fundraising pages on the website.
- Deliver insight and tracking of digital activity for fundraising purposes and deliver detailed analytics on digital fundraising activity.
- To keep up to date with industry innovation. Testing new channels, content and messaging where possible to ensure that the correct mix is implemented.

Compliance Responsibilities

As a manager, in addition to specific compliance requirements within your area of expertise, you also hold responsibility in your specialism for:

- Health & Safety and Environment.
- Safeguarding
- Data Protection
- Equality, Diversity, and Inclusion
- Quality

You are expected and encouraged to raise and escalate appropriately any potential breaches or areas for improvement regarding the above.

Person Specification

- Demonstrable evidence of behaviour in line with the core values of TAAS throughout career to date.
- Collaborative approach to achieving departmental and wider organisational objectives.
- Passion for the work that TAAS does.
- A flexible approach to allow adaptability to the changing needs of the organisation.
- 2 + years of experience in digital fundraising and communications in a nonprofit setting.
- Excellent relationship builder as this role requires significant collaboration between fundraising and marketing teams.
- Proficiency in digital fundraising tools, email marketing platforms, and donor management software.
- Proven track record of income generation via digital channels (SEO, Google Tracking, PPC/CPC, SEM etc).
- Proven experience of growing engaged communities online and increasing LTV.
- Attention to detail and flair for creativity.

Any other information required:

- N/A