

Dogs for Good Job Description



Post: Direct Marketing & Digital Fundraiser (Maternity Cover)
Responsible to: Public Fundraising Manager

Overall Purpose

The job holder will recruit and maximise Individual Giving donors including advertising, retention and creation of exceptional supporter experiences. They will develop the fundraising team's use of the CRM system to create supporter journeys and maximise stewardship through intelligence/insights gained. They will also provide leadership and guidance about Individual Giving within the Public Fundraising team where this role resides.

Key Tasks

1. Assist the Public Fundraising Manager in developing the direct marketing and digital strategic plan and deliver the income and expenditure targets on an annual basis.
2. Manage the direct marketing and digital fundraising budget.
3. Manage individual donor recruitment and stewardship initiatives to grow donor numbers and maximise long-term support, with particular emphasis on digital opportunities and the Sponsor a Puppy product.
4. Develop detailed and tailored supporter journeys for current and potential donors, including integrating Individual Giving activity with other key organisational messaging and maximising opportunities to engage with new audiences.
5. Drive Microsoft Dynamics to manage the charity's supporter base to target the right people at the right time with the appropriate message. Assist colleagues to get the best from Dynamics to understand insights and support income generation and relationship development.
6. Work with the Communications team on an integrated digital marketing strategy to increase new income across all our digital channels and create individual giving products using different channels.
7. Manage Individual Giving direct marketing campaigns (digital and print) including working with agencies on appeals, conversion and upgrade initiatives as appropriate.
8. Manage production of promotional materials in line with brand guidelines.
9. Lead and deliver legacy marketing plan and develop initiatives to promote legacy giving to warm supporters and the general public.
10. Work with the Corporate Partnerships Manager to develop the payroll giving strategy.
11. Ensure accuracy of Gift Aid processing and reporting according to HMRC regulations.
12. Lead departmental compliance with all relevant Fundraising Regulation and General Data Protection legislation.
13. Build strong relationships with individuals based on understanding and meeting their needs and ensure messages are consistent across the charity.
14. Any other task as agreed with your Line Manager.

Key Competencies

- Proven experience of managing a Direct Marketing programme, preferably within the fundraising industry, across a range of channels including paid social, digital, direct mail and email.
- Experience of producing and managing income and expenditure budgets.
- Experience of working with CRM systems and data segmentation processes (ideally Dynamics).
- Practical experience of working with digital recruitment and supporter journeys, social media advertising and campaigns.
- Experience of managing relationships with external agencies and design, print and production processes.
- A good knowledge of donor/customer acquisition, retention and development.
- Good writing skills and proven ability to write fundraising promotional materials and check accuracy of copy.
- Knowledge of Gift Aid and Data Protection legislation.
- Experience of managing or overseeing regular giving financial systems.
- Solid IT skills.

Personal attributes

- Creative and lateral thinking.
- Strong analytical skills with an ability to interpret results and use insights and evidence to support decision-making.
- Ability to work under pressure and prioritise in a busy environment.
- Excellent eye for detail, both with data and fundraising content.
- Excellent problem-solving skills.
- Strong and confident communication skills, both written and verbal.
- Self-motivated with positive attitude.
- Ability to work on own initiative and as part of a team.

Other Requirements

1. A full UK driving licence is preferred but, where applicable, we will work with the chosen candidate to find alternative solutions where reasonable adjustments are required.
2. Must be willing to work occasional evenings and weekends as needed for the role.
3. You are expected to have a good understanding of safeguarding issues and how they should be applied to the work of the Charity.
4. Must be sympathetic to the aims and objectives of the charity.
5. You will be required to have a criminal record check carried out by the Disclosure & Barring Service (DBS) when you first join the charity and every four years thereafter.