



Digital Fundraising Manager

Location: London, UK (Remote working possible)

Contract: Full time

Reports to: Director of fundraising

Salary: £40K

About SolarAid

SolarAid's mission is to light up every home, school, and clinic in Africa by 2030, using safe, clean, solar power. There are 548 million people in sub-Saharan Africa living without electricity. When the sun goes down at night, families are reliant on dangerous and expensive forms of lighting such as candles and kerosene lamps.

SolarAid has played an important role helping to create vibrant and sustainable solar markets across Africa through a trade-not-aid model in rural areas. Through our social enterprise, SunnyMoney, we have distributed over 2 million solar lights, directly impacting over 11 million people across Malawi, Zambia, Kenya, Tanzania, Uganda, and Senegal. Families across the continent can now rely on safe, renewable solar lights as the sun sets, but there is still a long way to go to reach everyone who is being left in the dark, and we are stepping up our efforts.

To reach those being left behind, SolarAid has just signed off a new 5-year strategy to significantly accelerate access to clean energy in Africa. 2021 is the year everything changes, and it starts with a £25 million fundraising campaign 'End the Darkness', launching late 2021.

SolarAid is now looking for a Digital Fundraising Manager to support this next growth phase, primarily focussed on supporter acquisition through paid channels.

About the role

This is an exciting time to join SolarAid. This new position will take the lead on our digital fundraising and will be pivotal in driving supporter growth. You will be responsible for the development of our digital fundraising programme, which includes lead generation campaigns, supporter acquisition and the supporter journey. You will work closely with colleagues across the fundraising department, web team and communications. You will test campaigns, gather insight, and implement campaigns to increase income generation. A key aspect of the role is creating a supporter journey that aims to convert offline donors to online donors as well as increasing public engagement and donor conversion.

You will have experience of developing a personalised supporter journey for both cold and warm audiences. You are driven by data and have experience of monitoring, analysing, and reporting on campaign results. You are a natural problem solver and comfortable with back-end web infrastructure, CRM databases and of course, Google Analytics.

A close working relationship with the Supporter Engagement team as well as the Communications and Marketing department (who lead on organic social media, press, story sharing, organisational messaging, website, campaign leadership etc.), will be key to success.

Your values: You will be expected to uphold the values and ethos of SolarAid in the way we engage with audiences, and inspire support, at all times.

Role Purpose:

This role is responsible for the implementation, management, and delivery of innovative digital fundraising campaigns to acquire new supporters and deepen supporter engagement, whilst achieving new supporter and income targets. This includes ensuring integrated digital campaign support across regular giving acquisition, cash appeals, loyalty communications and much more in the digital space.

Key Responsibilities

Digital Campaigns

- Deliver digital campaigns including new donor acquisition, welcome communications, retention, engagement, and other ongoing digital development. These campaigns may be purely digital in nature or integrated with offline activity such as cash appeals.
- Manage paid search accounts for digital fundraising campaigns including paid social media, PPC, display and retargeting to acquire new supporters and maximise income.
- Research and help to implement innovative methods of bringing new supporters on board using digital and social media platforms.
- Develop the supporter journey and audience through engagement from website contact to email engagement and financial transaction.
- Optimise income and drive engagement with existing donors.
- Drive recruitment of regular givers and cash donors to grow income and new supporter volumes in a multi- channel programme including offline and digital campaigns using a data-driven approach.

Managing Key Relationships

- Work closely with the Communications team, to ensure campaigns are in line with brand guidelines, and integrated seamlessly across channels.
- Work in collaboration with the Communications team to maximise digital fundraising plans and exploit opportunities available to Solaraid across all digital platforms including online shop.
- Manage relationships with agency partners, including media, creative and digital to execute high performing campaigns.
- Undertake full campaign management, including briefing agencies, sourcing content, managing data, copy development, proofing, briefing stakeholders, campaign analysis and reporting, managing costs and budgets.
- Work closely with the Supporter Engagement Manager to implement a 'nursery programme' aimed at transitioning new donors to retained donors, improving retention rates across digital channels, primarily email.
- Ensure that campaigns are where possible integrated or co-ordinated thematically, creatively and/or by target audience to maximise impact.

Managing Key Information

- Deliver strategic projects, within key performance indicator targets, that contribute to the development of the charity's direct/digital marketing strategy. Consistently analyse results, interpret trends, and provide recommendations on strategic marketing direction.
- Monitor and report on budgets and assist in building future expenditure and income targets.
- Manage and track digital fundraising activities using Google Analytics to enable full reporting and analysis reporting regularly on performance and identifying improvements.
- Interpret numerical and statistical information to produce evaluation reports on all digital campaigns, analyse results to draw on key findings (financial & non-financial) and emerging trends to inform development and decisions on the programme for the current financial year.
- Keep abreast of legal and regulatory requirements as they affect Digital fundraising activity, for example, General Data Protection Regulations (GDPR) and Privacy and Electronic Communications Regulations (PECR), Gift Aid and the Fundraising Regulator
- Effectively manage own workload to deliver projects to timescale and particularly to meet agreed deadlines and budgets.

Personal Specification

Skills and Competencies

- Solid digital fundraising experience with a proven track record in paid media channels
- Proven track record of achieving fundraising targets and managing budgets
- Excellent interpersonal skills and able to interact effectively with a diverse range of people.
- Excellent verbal and written English skills, especially with email and campaign copy.
- Strong, demonstrable project management experience including devising
- Some experience of managing marketing strategies and being accountable for the outcomes.
- Proven experience of donor relationship management and fundraising via digital channels.
- Proven research and analytical skills, with the ability to manipulate data and to present data in both statistical and written formats and using data to inform plans and decisions.
- Experience of producing budgets, reporting variances against the plan and re-forecasting.
- Proven track record of prioritising a varied workload; handling multiple priorities, excellent time management, accuracy, and keen attention to detail.
- Experience of managing and working with third-party suppliers and agencies to agreed service level agreements (SLAs)

Experience – Essential

- Design software tools such as InDesign, Photoshop, Adobe and/or Canva
- Experience using CRM databases, preferably Salesforce or similar
- Email marketing system knowledge, preferably mail chimp or similar
- Experience with all digital channels: PPC, social media platforms, display, etc.
- Google Analytics

Up to date knowledge about fundraising and compliance including GDPR, PECR and Institute of Fundraising Code of Practice

Experience – Desirable

- Working in an international team.
- Worked in a small team.

Expectations

As a small tight knit team every role is expected to help achieve the team's overall fundraising target in order to further the organisation's mission. This includes mucking in to help the running of the office and creating a positive working environment.

Equal opportunity

SolarAid is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.

What we offer

- A tight knit, friendly and close working team
- Employer pension contributions, with employee contribution
- Culture where you are encouraged to develop
- An annual organisational training budget
- Flexible working-hours.
- Remote working
- 25 days' annual leave
- A working environment where new ideas and testing new things is strongly encouraged.

Application Details

Applicants are invited to email their CV and a covering letter, which explains how you meet the criteria in this job description and why you are a good fit for SolarAid to:

recruitment@solar-aid.org

Please entitle your email as follows: **Digital Fundraising Manager + [Name Surname]**

Submission deadline: 15th September 2021