

Digital Marketing Freelancer

Agency/Freelancer requirements

Opportunity International UK is a small team with only basic digital skills and knowledge. Most of our fundraising is managed through personal and professional networks, 1:1, or at events, in person (now virtually!)

We are looking for someone to help us establish our digital marketing/fundraising programme, who can manage the project on a weekly basis, keeping us regularly updated with progress towards our objectives. To become a trusted part of the fundraising team.

About Opportunity International

Opportunity International unleashes the power of entrepreneurs in some of the world's poorest countries. Through innovative partnerships, our programmes enable people to expand their businesses, feed their family, create jobs and change the world. We believe that access to financial services is a sustainable means of poverty alleviation leading to lasting, holistic development. Financial tools and training empower entrepreneurs to build businesses, support their families and transform their communities.

Project background

As part of a strategic review, it was recognised that we are overly dependent on two types of donor – government grants through Foreign, Commonwealth and Development Office (FCDO) and High Net-worth Individuals (HNWIs) - and that our brand is little known and understood by other key audience groups.

As part of our five-year strategy to 2025, we want to connect with more people who are likely to support our cause by developing our digital capability and increasing our supporter base three-fold.

Project objectives

To pilot and test digital marketing in order to increase supporter base and ultimately donations. To identify and use the most appropriate digital channels more effectively for our target audience.

To contribute to three-fold growth by 2025:

- Develop and implement our digital fundraising strategy and capability
- Supporter acquisition – direct or via multi stage conversion journeys
- Brand awareness in core target audiences
- Help us think through KPIs as proxies for brand awareness.

Target audience and digital channel engagement

Opportunity International attracts support from a diverse group of audiences, but two have traditionally dominated:

- Institutional (predominantly from FCDO, formally Department for International Development) - Award multi-million, multi-year grants for specific projects in UK government priority sectors and countries. Our website becomes important to them during UK Aid Match appeals, whereby FCDO matches donations pound for pound, from UK residents, providing we use the UKAID logo and promote the appeal to the UK public. Home, appeal and donate pages particularly.
- HNWLs – Will use our website as a pre-qualifier to a face-to-face meeting, to understand us better, typically interested in the 'About Us' and 'What we do' sections of our site.

Our website is visited by Corporates and Foundations researching potential partners, and similar to the HNWLs will be interested in the who and what of our work.

We have ambitions to grow our wider supporter base of one-off (cash) and regular givers (Direct Debit) and are developing our target audience profiles for these, but typically they are 45+ ABC Acorn Demographic, living in SE UK. University educated, typically executives in finance, legal and tech companies. Our supporter base is biased towards Men, but we would like to engage more women in supporting our cause, as most of our clients in our programmes are women.

Beyond sporadic twitter, FB and LinkedIn posts, there is no deliberate or targeted traffic driving activity currently.

Competitors

148,000 other UK charities! We occupy a niche field in international development, with only Vision Fund, Kiva and Five Talents being the best known competition in the UK. More widely, Oxfam, Save, Plan, Actionaid, World Vision, Tearfund, Christian aid have elements of what we do in their programmes.

Key project deliverables

Priorities:

- 1) SEO / Website Optimisation / Website remapping
- 2) SEM – Paid Search (Set up google ads grant and look into PPC)
- 3) Optimisation of Social Media Marketing:
 - i. Paid Social approach e.g. Facebook ads
 - ii. Lead Generation opportunities on Facebook and LinkedIn
- 4) Improvements on email marketing – marginal gains, what changes, testing and integration can we do to improve.

Platforms

Our website platform is MODx and we work with a freelance web developer to manage and maintain the technical aspects of the site.

Our e- newsletter platform is Campaign Monitor.

Our supporter CRM is Raisers Edge.

Project timelines

Our financial year follows the calendar year. We see 2021 as a foundational, learning year for us in digital, but we would like projects 1 & 2 completed by the end of June, and for projects 3 & 4 to be well underway, generating learning and leads and first conversions by the end of the year.

Budget

Please quote for your time based on 4 days a month for 12 months.

Promotional budget TBD.