Job Specification: Digital Fundraising and Engagement Officer

Department: Fundraising
Scale: HQ Scale 2
Line managed by: Digital Fundraising and Engagement Manager
Responsible for line managing: N/A
Location: MAG HQ

MAG's Vision: A safe and secure future for men, women and children affected by armed violence and conflict.

MAG's Mission: MAG saves lives and builds futures by working with others to reclaim land contaminated with the debris of conflict, to reduce the daily risk of death or injury for civilians, and to create safe and secure conditions for development.

Job Purpose: As part of the wider Engagement Department, the Digital Fundraising and Engagement Officer will support the delivery of MAG's digital fundraising, campaigns and engagement activity to drive online action and engagement with target audiences. You will help develop compelling calls to action which have the power to mobilise support, help grow our digital channels and grow and establish audiences. This is an opportunity to work in a growing and high priority area at MAG with the ability to make a real impact on our digital engagement.

Job Description

Digital Engagement

- Contribute to, and support the implementation of, the fundraising business plan to achieve agreed team income and expenditure targets.
- Support the Fundraising and Engagement Manager with the delivery of MAG's digital fundraising and engagement strategy by creating and delivering compelling campaigns and propositions which drive action.
- Be responsible for the day-to-day management of digital engagement activity including through MAG's email marketing programme, paid for social media campaigns and relevant webpages.
- Work with colleagues within the fundraising and communications team, and across MAG, to develop and strengthen digital giving and engagement across all relevant online platforms.
- Source and develop content for campaigns including producing briefs for external suppliers as needed.
- Write and edit compelling content targeted to resonate with different audiences across all digital and social media channels and platforms.
- Work with external suppliers to develop digital content as required to support campaigns.
- Develop and maintain analytics to measure results and adjust strategy accordingly including managing Google AdWords, web and social analytics.
- Track and analyse digital metrics to measure success, evaluate and report on digital fundraising activity and ensure key learnings are used to increase future income.
- Proactively maintain excellent knowledge of digital fundraising practices and campaigns in the sector, including competitor analysis, to ensure you can strengthen MAG's digital output.
- Work with the Head of Public Fundraising to implement a public figure and influencer programme, supporting on artist liaison, creating assets and proposals, trip planning and delivering any digital elements of a public figure campaign.

Supporter Retention and Acquisition

- Work across (or with) the fundraising and communications teams to ensure online and offline fundraising campaigns are integrated and digital channels are used effectively for retention and development of supporters.
- Use MailChimp to deliver, coordinate and monitor MAG's email marketing programme.
- Work with the Individual Giving Officer to develop and deliver online and offline supporter stewardship journeys to grow income and retain support.
- Plan and implement paid acquisition campaigns across numerous channels for movement building, lead generation, donor acquisition and engagement.
- Develop plans for promoting key fundraising campaigns and products, across paid and owned digital channels.

Fundraising Support

- Provide outstanding care to supporters and fundraisers by dealing with enquiries over the phone, email and post in line with MAG's Supporter Promise and encouraging supporters to engage and interact with MAG.
- Provide cover and support to the Administrator, when needed, including processing donations received on and offline in line with MAG processes, recording on Donorfy and liaising with the Finance Team.
- Ensure activities and processes are in line with industry best practice and MAG's quality management system.
- Play an active part in MAG's fundraising compliance by keeping up to date with information on Gift Aid, Data Protection Act, Fundraising Regulator Codes of Practice and other guidelines related to charitable giving and suggest changes required in order to satisfy these.
- To carry out other duties as requested by the Fundraising and Engagement Manager.

All HQ staff are expected to undertake the following general duties:

- Work within the framework of MAG's core values, promoting its ethos and mission statement.
- Work towards achieving programme and/or department business plan objectives
- Ensure familiarity with and adhere to all MAG policies and procedures and keep informed of MAG activities
- Undertake and apply learning from appropriate training and development programmes.
- Undertake role in developing countries and areas in conflict where standards of living may be basic.
- Undertake the role in a manner appropriate to the cultural context and within the local legal framework.
- Understand and uphold the standards outlined in MAG's Safeguarding Framework, acting with due care and attention to safeguard the wellbeing of anyone that comes into contact with MAG's work and reporting concerns if they do arise.

This is a non-contractual document that can be varied from time to time as circumstances dictate. This job description is intended to summarize the main duties and responsibilities of the post; this is not intended to be a full and exhaustive list of tasks. All MAG staff are expected to demonstrate flexibility and willingness to perform appropriate tasks when the need arises.

Person Specification

Essential Experience

- Experience of running digital engagement campaigns and raising income through digital channels.
- Devising and implementing digital plans that expand our reach, impact and income.
- Managing and growing online communities, including on Facebook, Instagram, Twitter and other online platforms.
- Using latest trends and developments in social media to engage new audiences and to deepen engagement with existing audiences.
- Using Google Adwords, Facebook Ads etc to expand reach, impact and income.
- Managing and producing digital content to encourage meaningful engagement with supporters.
- Ability to work proactively and independently

Essential Skills and Knowledge

- Excellent digital skills.
- Strong knowledge of trends/developments in social media.
- Excellent written, editorial and proof-reading skills.
- Good knowledge of content management systems.
- Good understanding of the digital landscape.
- Good knowledge of Office 365.
- Ability to work on multiple projects simultaneously and to work flexibly.
- Excellent interpersonal skills and an ability to engage with a variety of individuals both
- internally and externally.
- Numerate, able to manipulate data.
- Knowledge of current trends and issues in fundraising
- Knowledge of data protection and relevant fundraising codes and standards

Essential Aptitude

- Supporter focused and committed to providing the very best of customer care.
- Ability to effectively represent and promote MAG within the expectations of the role.
- Interest in and commitment to MAG's humanitarian and capacity building mandate.
- Self-motivated, flexible and enthusiastic approach to work.
- Innovative and proactive with a problem solving approach where systems can be improved.

Desirable

- Experience of using Donorfy.

Signed employee:	**Date:**
Signed manager:	**Date:**