JOB DESCRIPTION

Job Title:	Digital Fundraising Manager	Grade:	SG7
Department:	Alumni and Development	Date of Job Evaluation:	
Role reports to:	Head of Alumni and Development		
Direct Reports	None		
Indirect Reports:	Alumni and Development Co-Ordinator		
Other Key contacts:	Alumni and Development Manager (Database and Website), Alumni and Development Officer (Volunteers & Events) Alumni and Development Officer (Communications).		

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE: This role will develop and implement digital engagement and solicitation strategies for identified segments of the alumni body, improving both the breadth and depth of engagement, and enhancing future fundraising activities. The role-holder will also oversee our new crowdfunding programme and serve as a liaison for digital engagement efforts with alumni relations.

KEY ACCOUNTABILITIES:

Team Specific:

Direct Solicitation/Stewardship (55% of time)**:**
- The role holder will work with the Head of Alumni and Development to devise and deliver digital fundraising planning (including existing channels), to identify, qualify, cultivate, solicit, and steward selected alumni as donors, advocates, and volunteers.
- They will identify alumni influencers for the institution in the digital and social media realms, actively seek ways to best utilise new fundraising technologies in regular giving and maintain comprehensive information in the donor database about engagement efforts and personal interactions.

Digital Engagement Strategy (20% of time)**:**
- The manager will develop a comprehensive digital engagement and solicitation plan for identified segments of the alumni body.
- They will work with the Head of Alumni and Development to develop a portfolio of new and existing digital fundraising projects and campaigns.
- They will curate information from technology such as LinkedIn, Facebook, Instagram, Twitter, and others to measure demonstrated interest for University priorities. (20% of time)

Data Analysis (10% of time):

- The manager will co-design and execute data-driven metrics to evaluate the reach and return for all digital engagement activities within the Alumni and Development Department.
- They will manage the establishment of baseline analysis for all digital giving solicitations and engagement efforts, and work across the team to identify trends as they develop.

Special Projects (15% of time):

- The manager will oversee ad-hoc giving events, including solicitation calls and texts. This will require significant evening work at certain times throughout the year.

Generic:

- Maintain, update and maximise the use of our database ensuring accurate records of all donors are maintained, and that they conform to GDPR regulations.
- Keep abreast of the interests, trends, and practises in the funding environment, exploring new approaches and adapting the strategy as appropriate.
- Liaise with external strategy and software partners to manage execution of online fundraising best practices.

Managing Self:

- Actively seeking awareness of own world view, positive attitudes towards cultural differences, and knowledge of different cultural practices to inform cross-cultural working, communication and problem solving.
- Review own development regularly, with input into development plan for discussion with Line Manager.
- Maintain a professional approach at all times through the application of effective relevant skills and applying initiative and creativity to communications solutions, issues encountered and managing stakeholder relationships.
- Manage work effectively and deliver under pressure.

Core Requirements:
- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way,

recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.

Additional Requirements:
Undertake any other duties as requested by the Head of Alumni and Development or their line manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Alumni and Development delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Increase in supporter engagement.
- Number of new donors.
- Total income raised.

KEY RELATIONSHIPS (Internal & External):

- Alumni and Development colleagues.
- CRD Managers, especially within Digital Marketing, Brand and Communications.
- Active supporters and prospects.
- Greenwich Students' Union.
- Cross-section of academic staff (project-dependant).

PERSON SPECIFICATION	
Essential	**Desirable**
Experience	**Experience**
Track record of meeting fundraising financial targets.	Experience with setting up paid search/PPC campaigns on AdWords
Strong data analysis experience.	Experience in working with external agencies and suppliers.
Proven experience of supporter engagement and the development of the supporter journey from initial contact to retention.	Successful face-to-face fundraising experience.
Track record of meeting fundraising financial targets.	

Experience with all forms of social media, including social media metrics.	
Skills	**Skills**
Ability to produce concise, well-constructed written communications coupled with the ability to present verbally in a clear and persuasive manner	Demonstrable project management skills.
Strong strategic planning, data analysis, and written communication skills required.	
Using cultural competence to inform cross-cultural working, communication and problem solving.	
Must be organised, versatile and a self-starter.	
Excellent computer and word-processing skills required. Ability to be a team player in a collaborative, fast-paced environment.	
Working knowledge of relevant charity law, data protection and fundraising regulations and good practices	
Qualifications	**Qualifications**
Bachelor's degree required.	Professional or postgraduate qualification in related discipline.
Personal attributes	**Personal attributes**
Willingness to try new things and learn new skills.	N/A
Ability to manage donor information and be compliant with the rules of GDPR.	
We are looking for people who embrace the values that inform how we work, in ways that are: inclusive, collaborative, and impactful.	