

Digital Fundraising Officer (Maternity Cover)

Job Level	3	Job reference No.	1817
		Role review	
Directorate	Fundraising Strategy	Service/Function	
Reports to	Digital Fundraising Planner		

Scale and scope of role

Direct reports	0	Indirect reports	0
Budgetary responsibility / accountability	0	Accountability for other resources	0
Reach and impact	This role delivers digital fundraising activities for different teams across the entire fundraising directorate. The Digital Fundraising Officer works closely with teams to deliver digital campaigns against a range of different objectives, including driving income for the BRC's work.		

Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the global Red Cross and Red Crescent humanitarian network.

Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Purpose of the role

This role will work with the digital fundraising team to deliver digital campaigns for different teams across the organisation. This include managing and delivering PPC campaigns and coordinate the use of our text to donate platform across different FR teams.

This role will flex between different areas and apply growing expertise to take on responsibility for key areas of our digital fundraising delivery. They will work with numerous fundraising teams to support, deliver and report back on digital fundraising activities to give a clear representation of campaign performance.

This role will also support the team in our key function of training and upskilling fundraising colleagues on digital fundraising.

Main responsibilities

1. Manage and deliver PPC campaigns through BRC Google (Paid and Grants) and Bing Accounts

- In collaboration with the Digital Fundraising Planner and the media agency, PPC campaigns are planned based on campaigns goals, opportunities to scale and other key digital fundraising metrics
- In collaboration with the Digital Fundraising Planner and the media agency, campaigns are assessed, monitored and optimised on an ongoing base, based on a test and learning approach
- Campaign Managers/Leads and budget holder are supported and advised on the best PPC strategy for their campaign
- Appeals are launched within the timescales agreed in the strategy and processes are followed. Changes are made where appropriate and appeal launches become more efficient and effective.
- Meetings and relationship with media agencies are led and actions taken as a result, working collaboratively towards achieving campaign objectives and goals.
- Copy for PPC campaigns across different accounts and platforms (Google Paid, Google Grants and Bing) are created in coordination with Campaign Managers
- In collaboration with the media agency the post campaign analysis are delivered and presented to internal stakeholders (for example: Digital Fundraising Team, Campaign Managers, etc)
- BRC PPC Accounts are managed efficiently and without delay. This includes managing budgets, raising POs, approving services/invoices for Google and Bing on monthly basis, provide Finance team with monthly campaign cost allocation.
- Reports, campaigns analysis and recommendations are provided to Campaign Managers/Leads, making sure they are able to understand paid search metrics and campaign performance
- Paid search skills are developed across different teams and the use of paid search is well promoted across the organisation

2. Leading on the management and improvement of the text to donate platform

- BRC Text to donate platform is managed efficiently and process in place are followed by a variety of teams across the organisation
- Text to donate skills are developed across different teams and the use of the platform is well promoted across the organisation
- Campaigns Managers who need to set up text to donate campaign are supported with the creation and test of new keywords

- Meetings and relationship with the provider of the platform are led and actions taken as a result, working collaboratively towards achieving the platform objectives and goals.
- BRC Account is managed efficiently and without delay. This includes managing budgets, raising POs, approving services/invoices on monthly basis, provide Finance team with monthly campaign cost allocation.

3. All channels

- Long term recommendations made about BRC’s use of each platform
- Proactive in making recommendations on improving our digital fundraising activity
- The Digital Fundraising Planner is supported in identifying other digital fundraising channels and integrate them in the actual media mix

4. Team Member

- Actively participates in all team meetings
- Supports other team members
- Work and behaves in accordance with all BRC policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamic).

Pre- engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required No

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)		
Knowledge and Skills	Essential	➤ Strong knowledge of PPC channel and strong understanding of PPC KPIs and metrics	S	I	
		➤ Strong knowledge of how PPC campaigns are plan, set up and delivered and strong understanding of how paid and grants account works	S	I	
		➤ Strong and solid knowledge of how PPC Campaigns are monitored and optimised	S	I	
		➤ Strong copywriting skills and experience in concept development and web content creation	S	I	
		➤ Good understanding of Google Analytics and tracking system	S	I	
		➤ Good understanding of how SEO works and crossover with PPC	S	I	
		➤ Interpersonal, negotiation and assertiveness skills needed to work with other teams to translate their long and short term needs into useful outputs.		I	
		➤ Highly organised with the ability to track multiple deadlines and manage a smooth workflow		I	
	Desirable	➤ A good understanding of fundraising and charity sector as well as trends in charity digital marketing	S		
		➤ Good understanding of best practice in creating supporter journeys		I	
➤ Understanding of how text to donate channel works		S			

Experience	Essential	<ul style="list-style-type: none"> ➤ Strong experience in setting and delivering PPC campaigns through paid and Grant Account ➤ Strong experience in optimising PPC campaigns with a variety of goals (brand, emergency, fundraising, engagement, etc) ➤ Strong experience in setting and delivering emergency appeals on paid search ➤ Strong experience in managing media agencies ➤ Analytic approach and experience in data analysis and reporting results to a different range of stakeholders ➤ Experience in previous marketing role 	S	I	
	Desirable	<ul style="list-style-type: none"> ➤ Experience in using text to donate platform ➤ Experience in paid social campaigns 		I	
Behaviours	<p>SEEKING INSIGHT</p> <ul style="list-style-type: none"> ➤ Investigates and analyses information ➤ Gathers evidence to build the case for change or resolve issues by analysing relevant information and identifying connections ➤ Investigates problems or situations beyond routine questioning <p>WORKING COLLABORATIVELY</p> <ul style="list-style-type: none"> ➤ Pro-actively builds collaborative relationships internally and externally ➤ Takes the time to be curious, gets to know others and their perspective, formally and informally ➤ Manages relationships and partnerships for the long term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions ➤ Helps others to understand the common ground <p>SOLUTION FOCUSED</p> <p>Sees multiple connections</p> <ul style="list-style-type: none"> ➤ Defines the desired outcome by breaking the situation down into component parts ➤ Identifies trends and questions inconsistencies in information/data ➤ Anticipates obstacles, thinks ahead about next steps and contingencies ➤ Uses a range of methods to identify solutions and make decisions, involving others where appropriate 				
Additional requirements	Essential	- Ensures inclusive practice and promotes diversity			
	Desirable				

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.