
Senior Digital Fundraising and Communications Executive

Reporting to:	Head of Fundraising and Communications
Responsible for:	No line management responsibilities
Location:	London, UK
Contract:	Full time, permanent
Salary:	£28,000 - £33,000
Child Protection Level:	Enhanced

Overview:

Reporting to the Head of Fundraising and Communications, you will produce engaging digital content which drives action. Our digital fundraising is in its infancy, and you will lead on developing all aspects of our overall digital presence, continually testing and optimising and sharing insights with the wider team. We're looking for an agile self-starter who can act as a digital champion within Build Africa. You'll be rewarded with a varied workload and lots of room to develop and shape our work.

Key tasks and responsibilities:

Digital

- Maintain, refresh, test and optimise content across the Build Africa website. Ensuring we are engaging individuals, driving action and income.
- Manage our organic social accounts – regularly sharing engaging content and growing our audience size and engagement.
- Plan, create and serve paid social ads, with an emphasis on Facebook, to convert individuals into long-term donors of Build Africa.
- Share insights across the team to assist with campaign planning and optimisation.
- Act as a digital champion during all meetings.
- Manage day-to-day relationships with our external digital marketing agency to optimise SEO and PPC, ensuring quality traffic is driven to the site. (Please note there is scope to bring this in house).
- Manage the day-to-day relationship with our external website developer, ensuring we're getting the most out of our website content and functionality.
- Support the team in delivering fundraising emails to our warm audiences, which encourage engagement and drive substantial income.

Editorial

- Write and edit content across channels and media which inspires and drives action.
- Provide editorial/copywriting support to the wider Build Africa team, both in the UK and overseas.

Media relations

- Maintain awareness of news trends and current affairs and proactively utilise social to engage supporters, and the wider public, as appropriate.
- Produce press releases and proactively secure media coverage for Build Africa.

General

- Provide training and capacity building for colleagues in the UK and overseas where appropriate.
- Keep up-to-date with digital developments and suggest changes to Build Africa's digital fundraising as relevant.
- Act as a brand guardian ensuring all communications are on brand and on message, seeking approval where appropriate.
- Proactively seek opportunities to network with digital fundraising and communications professionals in order to learn, share ideas and support your own development.
- Travel within the UK (and occasionally overseas) as required.
- To undertake all other reasonable activities requested by the Head of Fundraising and Communications.

Person specification:

Essential:

- Demonstrable experience of leading income-generating digital campaigns.
- Experience in producing engaging digital content – across social, blogs and email.
- Track record of delivering, tracking and optimising paid social and fundraising website content.
- Experienced in utilising Google Analytics to glean meaningful insights from digital activity and able to present this at various levels.
- Proven track record of engaging and growing online communities.
- Exceptional copywriting and editing skills with excellent attention to detail and proofreading.
- Confident in being main contact for day-to-day management of external digital agencies and freelancers.
- A results-oriented team player with the ability to build excellent working relationships.
- Ability to react quickly, identifying and responding to opportunities.
- Understanding of the cultural sensitivities of working in multiple countries and alert to child protection concerns.

Desirable:

- Familiarity with Drupal and Mailchimp.
- Previous experience of display and/or programmatic advertising.
- Previous experience managing Google Grants account.
- Confident in managing PPC and SEO without external support.
- Previous experience in a role with responsible for press/media.
- Understanding of the Fundraising Code and GDPR and their impact in a charity fundraising context.
- Understanding of and enthusiasm for international development, especially in an education context.

This role may include some out-of-hours work, with time off in lieu awarded.

Appointment is conditional on a DBS check to conform to Build Africa's Child Protection Policy.