



Digital Fundraising & Marketing Officer

Person Specification and Role Description

Full time (35 hours per week)

Peace Direct is dedicated to stopping wars, one person at a time. In conflict zones around the world, we support local people to stop violence and build long term peace.

Role Purpose:

The Digital Fundraising & Marketing Officer will help to identify the audiences who will support Peace Direct's important work, develop content which will compel them to take notice and create engaging actions to encourage them to get involved.

You will devise, plan, deliver and measure activity across a range of digital channels. You will work closely with all members of the Fundraising and Communications team to grow the number of people supporting Peace Direct, as well as the funds we raise so we can enable more life-saving and life-changing peacebuilding work run by local people in communities around the world.

You will also work with the Policy and Research team to grow the reach of our innovative online consultation tool, Platform4Dialogue.

Key Responsibilities:

Digital fundraising and engagement

- Driving growth in followership and engagement across all digital channels, including through the running of Facebook Ad campaigns, with a focus on increasing the number of supporters of Peace Direct and therefore increased income.
- The development of innovative and creative digital assets (for example graphics, videos and animations) to help widen our reach and communicate our messages to a variety of audiences.
- Working with others in the Fundraising and Communications team to ensure the best possible experience for people visiting our website and ensuring supporters can take actions seamlessly.
- Working with our Communications Officer to write, design and manage our email journeys through Mailchimp.
- Responsibility for online fundraising assets, for example our own donation forms and ensuring consistent messaging on external fundraising platforms.
- Supporting the digital content needs of all UK and US fundraising products.

- Working closely with corporate partners, including Away, to develop and deliver innovative digital fundraising and marketing content.
- Working closely with the Fundraising and Engagement Officer to offer support to our individual, community and legacy fundraising efforts.
- Writing and producing other digital promotional material as required.

Business development and marketing

- Leading the promotion, marketing and sales of our online consultation platform, Platform4Dialogue, to ensure we maximise its income-generating potential.
- Management of paid search and our Google Grants account. Working closely with the Communications Officer to ensure maximised spend from this grant and improved conversion of web visits.

Other

- Sourcing images and video content, ensuring suitable systems and processes for storage are in place.
- Working with the Database Officer to develop and monitor tracking systems that will enable accurate evaluation of the cost effectiveness and value of all digital activities, using Google Analytics, Mailchimp Analytics and other tools. Using A/B testing and adjusting activity to continually increase the quantity and quality of digital engagement.
- Supporting offline fundraising efforts as required.

All members of the Fundraising and Communications team are expected to:

Contribute to the strengthening of Peace Direct's reputation as a leading peacebuilding organisation:

- Be a 'brand champion', ensuring key messaging, materials and visuals are in line with PD's core brand values and identity.
- Represent PD at external events.

Develop excellent internal relationships:

- Work closely with PD colleagues to help deliver PD's strategy.
- Help ensure that the Fundraising and Communications team is fully integrated into all other aspects of PD's work.
- Work closely with the Peace Technology Programmes Officer and other members of the Policy and Research to ensure
- Perform any other tasks as directed by the Head of Fundraising and Communications, and the Chief Executive.

Support organisational learning:

- Ensure that learning from projects is adequately captured and disseminated throughout PD.
- Work with colleagues to promote organisational learning.
- Ensure that other staff within the organisation have adequate knowledge about PD's fundraising and communications to enable them to do their jobs effectively.

Travel:

- Occasional travel in the UK to represent PD.

Environment:

- The position is based full time at PD's office in London.
- Out of hours work and occasional travel, sometimes at short notice.

Discretion to Act:

Working within the framework of the strategic plan, the post holder will take responsibility for their own work and for reaching targets.

Person Specification

Essential

Technical skills/experience

- At least two years' experience of using digital marketing to achieve organisational objectives.
- Experience and knowledge of social media strategy and integration with fundraising/marketing.
- Good knowledge of digital marketing techniques such as email, search and social media advertising.
- At least two years' experience in producing digital content for a commercial organisation or charity.
- Proven track record of effective project management.
- Experience of using Content Management Systems (for example Wordpress).
- Experience of using Google Analytics or similar.
- Demonstrable ability to write high quality compelling content, aimed at different audiences.
- Management of external agencies or suppliers.
- Excellent written and spoken English.
- Proficiency in MS Outlook, Word and Excel.

Personal attributes

- Excellent interpersonal, relationship-building and team working skills.
- Able to interact well with a wide range of people.
- Highly organised, flexible, able to work to tight deadlines and lead on multiple projects.
- Positive self-starter, keen to find better ways to deliver tasks and objectives.
- Open and communicative, keen to help others achieve their objectives.
- Calm and positive under pressure.
- Strong attention to detail and commitment to quality.

Desirable technical skills/experience

- Experience of using digital techniques specifically to support fundraising and supporter engagement.
- Experience of using DTP software such as InDesign.
- Experience of using databases or CRM software, such as Salesforce.
- Strong affinity with our cause and knowledge of the peacebuilding sector.