

DIGITAL MARKETING AND FUNDRAISING MANAGER

Terms of Employment: Full time, Permanent
Reports to: Executive Director, Animal Equality UK
Staff reports: None
Position Location: Remote, UK
Hours: 35 hours per week

Position Objective:

The Digital Marketing and Fundraising Manager will spearhead Animal Equality's efforts to generate leads, generate loyalty and generate growth. Responsible for engaging our existing supporter, prospect and fan base – using effective and innovative digital marketing strategies – the successful candidate will facilitate the expansion of Animal Equality's network. The successful appointee will generate additional funds, enabling Animal Equality to become closer than ever to achieving its core mission.

General Responsibilities:

- **Deliver innovative campaigns:** Develop and manage novel marketing and digital fundraising campaigns with the goal of acquiring, renewing, engaging and retaining supporters.
- **Enhance our presence:** Work within an existing brand voice, both in visual representation and editorial style, to amplify Animal Equality's important message.
- **Create tailored content:** Through copywriting and editing, tell the powerful story of farmed animals. Deliver engaging content, features and news for our website, social media, email campaigns and more, enabling Animal Equality to reach new audiences.
- **Devise and execute our digital strategy:** From concept to implementation, data segmentation to reporting, play a key role in creating a strategy that encompasses email, social media, display, paid social, SEO, PPC and web. Enhance the user journey via Animal Equality's digital channels.
- **Coordinate the delivery of strategic multi-channel fundraising and marketing campaigns:** Develop and manage email campaigns, landing pages, tools and graphics for online fundraising activities, including donation forms. Implement peer-to-peer fundraising initiatives and Giving Day campaigns, and identify and research potential advertising opportunities. Achieve key objectives at the lowest possible cost per result.
- **Plan and manage events:** Enable Animal Equality to achieve its core mission through fundraising and brand-focused events.
- **Identify trends and improve performance:** Using insights from existing data, measure, evaluate, analyse, test and refine current strategies and performance of digital campaigns.

Individual Attributes Required:

- Superior interpersonal skills.
- Data-minded.
- Strategic and agile.
- Detail-oriented and exceptionally organised.
- Independent and proactive.
- Team-player and cooperative.

Position Requirements:

- A minimum of five years of related work experience in direct response fundraising and marketing, preferably at a non-profit advocacy organisation.
- Knowledge of and proven ability to develop and implement digital fundraising strategies.
- Experience with building and maintaining donation forms, surveys, and other user engagement features, and running reports / interpreting audience analytics.
- Strong data analysis experience. Experience with Google Analytics and Google Tag Manager preferred.
- Experience using A/B testing in advocacy, fundraising and/or marketing capacity.
- Social media fundraising strategy experience.
- Strong copywriter for fundraising emails.
- Basic understanding of HTML.
- Ability to maintain confidentiality.
- Excellent organisational skills and attention to detail.
- Ability to work additional hours, as needed, to meet deadlines and manage workflow.
- Commitment to the objectives of Animal Equality.

Appointment Process and Details:

Salary and Benefits: Salary band £30,000 - £35,000, depending on experience. This will be a remote-working role.

Application Process: The interview process comprises a three-stage interview and Skills Test. Interviews will take place throughout November and December 2020.

Applications: For informal enquiries please email careers@animalequality.org.uk or call our team on +44 (0) 207 993 5348. Applications should be submitted online via careers@animalequality.org.uk

Applications must comprise a full curriculum vitae, an accompanying cover letter, and answers to the following questions:

- 1) Why do you want to work for Animal Equality?
- 2) What will you bring to Animal Equality?

Animal Equality is an equal opportunities employer; we welcome applications from all suitably qualified persons, regardless of their race, sex, disability, religion, sexual orientation, gender identity or expression, or age. We are especially keen to encourage applications from those currently under-represented in the movement including: Black, Indigenous and People of the Global Majority; people with disabilities; lesbian, gay, bisexual and transgender people; and women in senior positions. We are also proud to be a

Edinburgh House · 170 Kennington Lane · London · SE11 5DP
020 7993 5348 · info@animalequality.org.uk

animaleQUALITY
UNITED KINGDOM

Disability Confident Employer and we will endeavour to accommodate any reasonable adjustments that individuals may require throughout the application process.

Animal Equality is a registered charity (England and Wales), no. 1168309.