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## POSITION DESCRIPTION

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JOB TITLE:	Digital Fundraising Manager
LOCATION:	Wellington
CONTRACT TYPE:	Permanent
REPORTS TO:	Fundraising Director
DIRECT REPORTS:	None currently

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### **About Save the Children:**

Save the Children New Zealand (SCNZ) is a member of the leading international development and humanitarian organisation, Save the Children Association, which supports child-focused operations in more than 120 countries around the world.

SCNZ is a non-governmental organisation that fights for children's rights worldwide. We run development projects and respond to humanitarian events world-wide. SCNZ's development focus is education (early childhood and primary education; literacy), disaster risk reduction (DRR) and climate change adaptation (CCA). We also have Child Protection and Child Poverty projects. We partner with other New Zealand organisations and international Non-Governmental Organisations (NGOs).

Our vision is a world in which every child attains the right to survival, protection, development and participation. Save the Children wants to inspire breakthroughs in the way the world treats children and achieve lasting change in their lives.

The SCNZ staff share a passion for the vision, mission and values of Save the Children. The close-knit team work collaboratively to make sure we deliver on our ambitious goals for children. We value creativity and innovation and support each other to find solutions to challenges.

### **Context and purpose of the position:**

Save the Children has seen significant growth in its fundraising income and donor base over the last four years. We are about to launch our next three-year organisational strategy (2019-21), a key part of which focuses on growing net fundraising income. We will achieve this by continuing to improve existing fundraising activities, and by leveraging new technologies and ideas to successfully implement new income streams.

Digital fundraising and the Digital Fundraising Manager role are crucial to achieving our 2019-21 (and beyond) fundraising objectives. This role will help maximise the potential of our lead generation and online marketing activities as well as deliver, test and grow 'mobile' giving, and support our Humanitarian Fundraising Strategy.

An attractive remuneration and benefits package is available for the right candidate.

We are a family friendly employer.

## Key areas of Responsibilities:

<b>TASK</b>	<b>KEY RESULT AREAS</b>
<b>Manage all digital lead generation</b>	<ul style="list-style-type: none"> <li>• Select and manage lead suppliers to maximise our digital lead generation programme</li> <li>• Ensure fast and effective delivery of leads to our call centre</li> <li>• Set up and manage a digital marketing programme for all leads, utilising email and SMS and other communications</li> </ul>
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>• Develop a plan for delivering all digital marketing activity, including SEO, retargeting, Google AdWords, display advertising and social media marketing</li> <li>• Develop and maintain high level relationships with agencies and other service providers including developing briefs and overseeing campaign delivery.</li> </ul>
<b>Manage mobile donations</b>	<ul style="list-style-type: none"> <li>• Manage the technical set-up of SCNZ's mobile giving platform, including the creation of new donation pages and donor journeys and communications</li> <li>• Working with suppliers and colleagues to deliver effective tests and learnings</li> </ul>
<b>Support the Humanitarian Fundraising Strategy</b>	<ul style="list-style-type: none"> <li>• Coordinate and manage all digital marketing activity when we launch humanitarian fundraising campaigns, including email, SMS, online marketing, social media marketing and SCNZ website</li> </ul>
<b>Donation form</b>	<ul style="list-style-type: none"> <li>• Manage, monitor and look to improve the donation form on the main Save the Children website, to achieve online donation and conversion KPIs</li> <li>• Work with the Digital Platforms Coordinator to develop further donation form opportunities to support campaigns across our fundraising portfolio of activity</li> </ul>
<b>Digital fundraising results analysis</b>	<ul style="list-style-type: none"> <li>• Provide regular analysis (including Google Analytics) and reports against all digital marketing activity</li> <li>• Manage budgets and expenditure for all digital activity in line with broader organisational Fundraising budget.</li> <li>• Budget reporting and tracking carried out monthly</li> <li>• Deliver post campaign analysis on all digital fundraising campaigns including results, learnings and recommendations</li> </ul>
<b>Digital Content</b>	<ul style="list-style-type: none"> <li>• Work with suppliers and colleagues to develop and deliver content for all digital activity</li> <li>• This includes managing the production and delivery of video content</li> </ul>
<b>Innovation</b>	<ul style="list-style-type: none"> <li>• Work with the Fundraising Director and other colleagues to develop new fundraising opportunities and strategies</li> </ul>

This role may also include any other duties within reasonable limits, as requested by your line manager. Specific Key Performance Indicators for your role will be developed and reviewed by you and your line manager in conjunction with the current business plan and needs of SCNZ.

## Child Safeguarding:

Save the Children NZ is a 'child safe' organisation. We will do all that we can to ensure that children and young people's experience of our organisation is one that is free from any form of exploitation or abuse and that they feel respected and safe. Anyone representing our organisation is expected to adhere at all times (both in their private and professional lives) to the highest standards of behaviour towards children, young people and their families. This is clearly stated in a Code of Conduct and our Child Safeguarding Policy, and all employees agree to abide by these policies and sign a declaration stating such. If there are concerns regarding our own representatives, they will be investigated honestly and fairly with due regard to internal disciplinary procedures and national legal procedures.

## SCI Organisational Values:

SCI VALUES	SCI DEFINITIONS	DEMONSTRATED BEHAVIOURS
<b>Accountability</b>	We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners, and most of all children	<ul style="list-style-type: none"><li>• Takes personal responsibility for key deliverables</li><li>• Happy to admit mistakes, and learns from both mistakes and successes</li></ul>
<b>Ambition</b>	We are demanding of ourselves and our colleagues, set high goals, and are committed to improving the quality of everything we do for children	<ul style="list-style-type: none"><li>• Sets clear goals and objectives that are ambitious in their nature</li><li>• Is committed to continuous improvement in work efforts and activities</li><li>• Proactively seeks relevant opportunities</li><li>• Demonstrates personal drive and commitment</li></ul>
<b>Collaboration</b>	We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children	<ul style="list-style-type: none"><li>• Team player who works co-operatively with colleagues</li><li>• Is fair and reasonable to others</li><li>• Able to clearly understand organisational priorities</li><li>• Identifies and maintains key stakeholder relationships effectively</li></ul>
<b>Creativity</b>	We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children	<ul style="list-style-type: none"><li>• Innovative in approach to their role</li><li>• Embraces and supports organisational change</li></ul>
<b>Integrity</b>	We aspire to live the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children	<ul style="list-style-type: none"><li>• Acts with honesty and transparency in all dealings, maintaining an ethical approach to work</li><li>• Behaviour in accordance with SCNZ and SCI good conduct guidelines</li></ul>

### Delegated Authorities:

AREA	DELEGATION
Financial	<ul style="list-style-type: none"><li>Per delegated authority</li></ul>
Staffing	<ul style="list-style-type: none"><li>None</li></ul>
Other	<ul style="list-style-type: none"><li>None</li></ul>

### Person Specification:

The Digital Fundraising Manager will be expected to have and utilise the following skills and qualities while working for Save the Children New Zealand:

1. A qualification in and / or proven technical experience in digital and social media marketing, including SEO, Facebook, Adwords, Display and PPC
2. Ideally experience of working in a fundraising environment
3. Excellent data management and analytical skills
4. Able to effectively manage and motivate suppliers to achieve objectives
5. Able to think creatively and look for new opportunities to deliver agreed fundraising KPIs
6. Eagerness to learn new skills and keep up with latest trends
7. Highly motivated with a 'can do' attitude
8. Must demonstrate warm and friendly people skills and the ability to work in collaborative relationships and connect with stakeholders at all levels
9. An energetic self-starter who thrives on taking the initiative with enthusiasm
10. Ability to work under pressure and to tight deadlines
11. Well organised and able to prioritize workload
12. Commitment to the vision, mission, values, principles, and aims of Save the Children
13. Must have the legal right to live and work in New Zealand.