



JOB DESCRIPTION

Position: Global Digital Fundraising & Engagement Manager
Reports to: Senior Director Global Opportunities (based in New York)
Location: London, UK
Salary: circa £40,000 per annum
Grade: 5B
Contract: Permanent
Hours: Full time. (37.5 hours / week)

BACKGROUND

Over the past 80 years, the International Rescue Committee (IRC) has developed unparalleled expertise in responding to emergencies and helping uprooted communities to rebuild. Founded in 1933 at the request of Albert Einstein, the IRC offers lifesaving care and life-changing assistance to refugees forced to flee from war or disaster. The IRC is on the ground in some 40 countries, providing emergency relief and rebuilding lives in the wake of disaster. Through 28 regional offices in cities across the United States, the IRC also helps refugees resettle in the US and become self-sufficient. The International Rescue Committee has its headquarters in New York and its Europe office London.

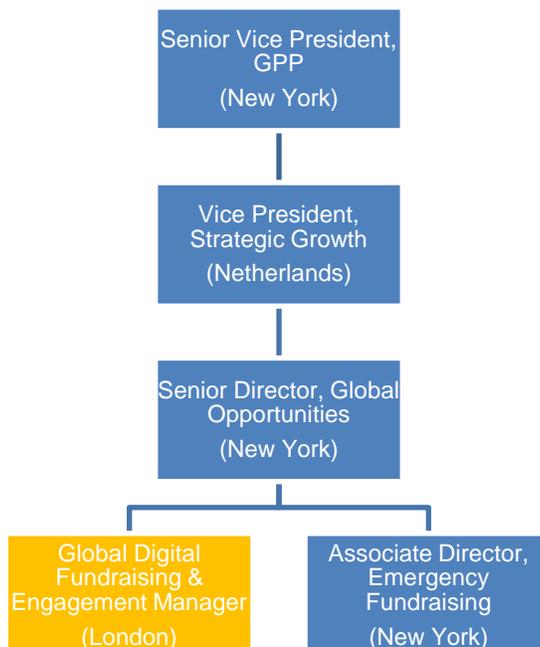
The IRC is committed to a culture of bold leadership, innovation in all aspects of our work, creative partnerships and, most crucially, accountability to those we serve. The IRC is a tireless advocate for the most vulnerable.

GLOBAL PARTNERSHIPS AND PHILANTHROPY (GPP) DIVISION AND GLOBAL DIGITAL

In 2018, GPP led in the developed the IRC's first ever Global Digital Fundraising and Engagement Strategy, working in collaboration with Communications, IT and other key division in IRC, In 2019 we are now in a new exciting era for the IRC, which means taking the strategy forward in implementation. Therefore, IRC is now seeking a Global Digital Fundraising & Engagement Manager to join us. This is a key and exciting role at a time when the IRC is looking to diversify its income streams into new markets and strategically invest in this activity.

Currently IRC is fundraising in 15 markets remotely and has plans to increase this number as the programme progresses.

Team Chart



STRUCTURE AND PURPOSE OF THE ROLE

As Global Digital Fundraising & Engagement Manager you will be based in the London office and will be part of the Strategic Growth Unit, within the Global Partnerships and Philanthropy Division based in New York.

In this role, you will focus on our new remote global digital programme and the acquisition and development of donors where IRC does not have a physical presence in country i.e. via remote digital activity only, therefore this role will not be fundraising in the UK, Germany, Sweden, Netherlands nor in the US Market.

You will focus on both donor acquisition and engagement, and so will play a key role in helping the IRC to achieve objectives which are central to the Private Sector Engagement Strategy. These objectives include diversifying our income streams globally and increasing income for our beneficiary programs around the world.

SCOPE AND AUTHORITY

Authority:

The post holder has authority to make implementation decisions regarding the optimisation of the global digital fundraising and engagement programme to maximise financial returns to IRC in the short and long term.

Responsibility for Resources:

This position currently has no line management responsibility, however it may do in the future.

KEY WORKING RELATIONSHIPS

- Global Marketing and Communication Teams
- Global Emergency Response Associate Director
- Fundraising consultants, agencies and other key suppliers
- Colleague within GPP in particular within Strategic Growth
- Digital Fundraising colleagues in the US and UK teams
- IT/Tech/Systems teams

KEY ACCOUNTABILITIES

Producing Results and focusing on the Key Drivers of income growth (80%)

- Manage and implement the IRC's highly complex global digital Facebook Ad campaigns via paid advertising whether for recruitment of standard donor, emergency donors, to generate Rescue Gifts, to acquire leads or grow IRC's sustainer (regular donors) file.
- Run IRC's global Rescue Gifts site (Shopify) including updating the site with content, overseeing data integrations and bespoke functionality and improving user experience and conversion.
- Lead and implement the IRC's global digital Rescue Gift Campaigns for specific gift giving moments in the year such as Year-end, Mother's Day, Valentine's Day etc.
- Run and implement the IRC's global digital emergency fundraising campaigns (creative, landing pages, paid social, paid search etc.)
- Develop, handle and implement IRC's fundraising and engagement opportunities on Facebook via FB's giving tools or others.
- Run/oversee (if via agency) any other activities for acquiring donors such SEM and the like.
- Develop, manage and implement IRC's supporter journey including welcome series, supporter communications cycles and the like – much of which will be done via email – currently using IBM Watson / Silverpop.
- Run the global donation pages and implement new pages if and when required – currently using Springboard. (In close collaboration with the US and UK who are using the same systems).
- Ensure that tracking on activity is in place to ensure that activities can be monitored and analysed
- Help ensure that critical data metrics are measured and regularly reviewed to improve performance
- Work with colleagues in the creative and brand teams to ensure all paid recruitment materials are on brand and of the highest quality
- In collaboration with the Global Marketing team, provide regular real-time status reports on activities and campaigns and suggest ways to maximize returns

- Work with external and internal design teams to create marketing assets that meet campaign needs, goals and network specifications.
- Manage supplier relationships including developers and the like.
- Stay abreast of rapidly changing ad platforms and advise on new opportunities
- Be a key member of the Global Digital team demonstrating a commitment, integrity and accountability to the “IRC Way” – IRC Global Standards for Professional Conduct

Supporting change (20%)

- Work collaboratively with colleagues in the IRC network to share and assist in digital best practice sharing and implementation.
- Work collaboratively with Digital and Communications colleagues globally to maximize fundraising opportunities and financial returns.
- Ensure global digital fundraising practices are compliant with fundraising and other relevant regulatory standards.
- Be aware and mindful of cultural differences across multiple markets including what will help IRC generate income from them e.g. gift giving moments per market, media moments which may help us raise more income etc.
- Monitor developments and trends in global digital fundraising
- Contribute to overall strategic and financial planning as required
- Participate in Fundraising team meetings and events
- Carry out other duties as required to maximize IRC’s global digital fundraising.
- Fight for the organization to continue to become more agile and thus supporting digital efforts

PERSON SPECIFICATION

Skills, Knowledge and Qualifications:

Essential

- Demonstrable experience of running digital marketing campaigns, ideally remotely
- Understanding of implementation and monitoring of paid digital fundraising campaigns with a particular emphasis on Facebook paid advertising
- Interest and passion for marketing
- Proven ability using analytics to inform and influence decision-making
- People person always looking for insights beyond the data
- Excellent IT skills including digital marketing tools such as Google Analytics, Facebook Business Manager / Power Editor, AdWords and Microsoft packages (Word, Excel, PowerPoint and Outlook)
- Well-developed verbal and written communication skills, to deal effectively, efficiently and appropriately with internal and external audiences
- Excellent financial and numeracy skills
- Excellent organizational skills, including the ability to plan and prioritise in order to handle a complex, varied workload
- Able to establish and build relationships with colleagues and external stakeholders at all levels and from a variety of backgrounds
- Able to understand and demonstrate commitment to IRC’s Equal Opportunities Policy and to ensure all activities are consistent with Equal Opportunities.
- Able to travel on occasion – for example to attend international meetings.

Desirable

- Understanding of fundraising practices, codes of conduct and legislation

- Understanding of digital fundraising in multiple markets.

Experience:

Essential

- Experience in a digital fundraising or marketing role
- A demonstrable track record of supporting the development of digital fundraising/marketing programmes to attract donors/customers
- Experience of working collaboratively with members of a fundraising team and across departments

Desirable:

- Experience using Salesforce or equivalent eCRM
- Experience using email and analytics tools
- Experience of working with agencies and collaborating with consultants
- Experience of working in a complex, global organization
- Experience of working in more than one market on remote digital fundraising
- Experience with multi-channel international fundraising campaigns (Direct TV, Telemarketing, Direct Mail).