

# act:onaid Job Description and Person Specification

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|--|--|-----------------------|-------------|
| <b>Job Title:</b>                          | Digital Fundraising Lead   |                       |             |
| <b>Job Family:</b>                         | Lead   |                       |             |
| <b>Directorate/Cluster:</b>                | Director of Programmes,<br>Fundraising and Communications  | <b>Unit/Team:</b>     | Fundraising |
| <b>Grade and Salary:</b>                   | E  | <b>Contract Type:</b> | Permanent   |
| <b>Location:</b>                           | GS Hub or Country Office that<br>has a hosting Agreement with the<br>GS  | <b>Budget Holder:</b> | No          |
| <b>Reports to: (incl matrix reporting)</b> | Head of Fundraising  |                       |             |
| <b>Direct Reports:</b>                     | Global Digital Fundraising Specialist (Temporary role)   |                       |             |
| <b>Matrix Reports:</b>                     | No   |                       |             |
| <b>DBS (CRB) / Police Check:</b>           | Yes  |                       |             |
| <b>This role might require travel</b>      | Yes, up to 35%   |                       |             |
| <b>Role Overview:</b>                      | <p>The role will lead the expansion of digital fundraising across the Federation, diversifying fundraising channels and building a sustainable pipeline of supporters.</p> <p>The lead will connect campaigning and public engagement strategies with innovative fundraising approaches aimed at new targeted audiences. Additionally, this role will strategically align the transition of the current funding model with the vision of becoming a foundation for rooted campaigning within the Federation, combining strategic planning with digital marketing expertise to create a seamless and impactful experience that resonates with diverse donor segments.</p>   |                       |             |
| <b>Areas of Responsibilities</b>           | <b>Key Activities</b>  |                       |             |
| <b>Strategic Impact and contribution</b>   | <p>Work closely with members to design and implement compelling digital campaigns that inspire donations in different markets and cultural contexts. Collaborate with members in fundraising teams and with Global Secretariat digital campaigner and comms teams to:</p> <ul style="list-style-type: none"> <li>• Create engaging content, including landing pages, social media posts, digital ads, etc.</li> <li>• Support members in developing and testing digital donors' journeys that increase acquisition and retention.</li> <li>• Connect digital fundraising innovation with Federation campaign and comms priorities.</li> <li>• Assess opportunities for digital fundraising in countries with growth potential to support the development of the Unrestricted funding strategy.</li> <li>• Collaborate with the CS Transformation Lead to support members incorporating digital elements into the renewed CS product/ supporter journey/ donor communications.</li> <li>• Lead jointly with members fundraising innovation piloting, like, for example, current Women In Action...</li> </ul> |                       |             |

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| <p><b>System, Policies and Procedures</b></p>  | <ul style="list-style-type: none"> <li>• Develop a digital fundraising plan that incorporates a digital culture and identifies the necessary resources and tools to enhance digital fundraising skills in various countries.</li> <li>• Track and analyze performance metrics for the Federation's digital fundraising activities.</li> <li>• Advise members on database segmentation to improve donor engagement and monitor performance.</li> <li>• Ensure that all digital fundraising tools and processes incorporate data protection and safeguarding requirements and policies, in collaboration with the relevant members and General Secretariat teams.</li> </ul> |
| <p><b>Issue Resolutions, Crisis/Risk Management</b></p>  | <ul style="list-style-type: none"> <li>• Collaborate with Comms and Risk management teams to deal with reputational risks or threats emerging from shrinking political spaces.</li> <li>• Collaborate with Risk management, safeguarding, and IT teams to resolve emerging risks or conflicts from data protection and safeguarding breaches in digital fundraising activities.</li> </ul>   |
| <p><b>Communications, Influencing and Coordination</b></p>   | <ul style="list-style-type: none"> <li>• Identify and establish partnerships with digital influencers who align with the Federation's mission and values, in collaboration with our members.</li> <li>• Review and co-design communities of practice within the Federation to share digital trends and case studies with key internal stakeholders.</li> <li>• Represent the Federation at relevant digital fundraising forums and networks within the sector to gain insights and share sector-wide learnings.</li> <li>• Keep the Federation informed about global digital fundraising trends and developments in strategic markets.</li> </ul>                          |
| <p><b>People Management</b></p>  | <ul style="list-style-type: none"> <li>• Collaboration and Cross-functional Coordination across the GS and Federation.</li> </ul>  |
| <p><b>Other delivery on strategic/ functional priorities (Directorate-specific - maximum 5 KPIs)</b></p> | <ul style="list-style-type: none"> <li>• Income Growth,</li> <li>• Unrestricted income growth</li> <li>• % of income from campaign-based products</li> <li>• Channel diversification.</li> <li>• Access to new targeted audiences</li> </ul>   |

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## PERSON SPECIFICATIONS

|                                     |   |
|-------------------------------------|---|
| <b>Education and Qualifications</b> | <ul style="list-style-type: none"> <li>• Bachelor’s degree in marketing, Communications, Business, or a related field.</li> <li>• Master’s degree or certifications in digital marketing is an advantage.</li> <li>• Qualification in Campaigning or storytelling will be an asset</li> </ul>   |
| <b>Essential Experience</b>         | <ul style="list-style-type: none"> <li>• Experience in digital fundraising or digital marketing within the non-profit sector.</li> <li>• Experience in campaign-based fundraising.</li> <li>• Experience with digital fundraising in markets in the Global South is a plus.</li> <li>• Experience working with or collaborating in social movements is an asset.</li> <li>• Proficient in using online platforms and analytics to engage supporters, optimize campaigns, and increase revenue.</li> <li>• Working with Storytelling</li> </ul>  |
| <b>Essential knowledge</b>          | <ul style="list-style-type: none"> <li>• Good knowledge of digital marketing and fundraising trends for non-profits</li> <li>• Knowledge of Feminism, decolonization or antiracism will be an asset.</li> </ul>   |
| <b>Essential skills</b>             | <ul style="list-style-type: none"> <li>• Data-driven mindset combined with a creative flair for content and design.</li> <li>• Technical skills in CRM, email marketing, analytics tools, basic graphic design, and SEO/SEM.</li> <li>• Strong project management skills, capable of handling multiple campaigns simultaneously.</li> <li>• In-depth knowledge of feminist leadership.</li> <li>• Creative, entrepreneurial, innovative, and adaptable, able to respond to changing digital trends and donor behaviours.</li> <li>• Team-oriented, with excellent interpersonal skills for effective cross functional collaboration.</li> <li>• Excellent written and verbal communication skills, with the ability to create compelling, persuasive content / storytelling.</li> <li>• Active engagement on social media.</li> </ul> |
| <b>Language requirements</b>        | <ul style="list-style-type: none"> <li>• Fluent in English (Written and verbal)</li> <li>• Knowledge or proficiency of another language will be an asset.</li> </ul>  |

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| People Management Responsibility                     |  |         |
|--|--|---------|
| <i>Approximate number of people managed in total</i> |  |         |
| <b>Team Leader</b>                                   | Coaches team members (at least three) in skills; leads, schedules, allocates and monitors work                                 | No      |
| People Management Responsibility                     |  |         |
| <i>Approximate number of people managed in total</i> |  |         |
| <b>1- Team members</b>                               | Individual contributor, no direct responsibility for leading others.   | Yes/ No |
| <b>1.5</b>   | Act as mentor in a team and /or coordinating a team  | Yes/ No |
| <b>2- Team Leader</b>                                | Coaches team members (at least three) in skills; leads, schedules, allocates and monitors work                                 | Yes/ No |
| <b>2.5</b>   | Responsible for one team with its own and has another team reporting directly  | Yes/ No |
| <b>3- Team managers:</b>                             | Directs more than one team;  | Yes/ No |
|  | The positions direct multiple teams, each of which has a team leader in charge; determines team structure and roles of members | Yes/ No |

This Job Description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and practice, which are:

- **Leading Innovation and Change** Establish a culture of excellence in respective team that values experimentation and continuous improvement.
- **Feminist Leadership:** Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power).
- **AAI Values Practice:** Ensure personal and team culture that demonstrates all of AAI values including: Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility.
- **Promoting a healthy and safe working environment:** ActionAid is committed to promoting SHEA and Safeguarding policies and values and has a **zero-tolerance** policy for any form of sexual exploitation and abuse to create a safe working environment for the staff.

