



## Digital Fundraising/Marketing Specialist

<b>Job Title:</b>	<b>Digital Fundraising/Marketing Specialist</b>
<b>Reports to:</b>	Head of Fundraising & Communications
<b>Location:</b>	11 Sean Mulvoy Centre, Sean Mulvoy Road, Galway
<b>Contract Details:</b>	Full-time Permanent role, with 6 months probationary period.
<b>Salary</b>	Commensurate with Experience
<b>Job Purpose:</b>	<p>The Digital Fundraising/Marketing Specialist will play an important role on the Fundraising &amp; Communications team by planning and executing campaigns and communications to engage with public supporters and encourage commitment to Galway Simon Community.</p> <p>This is a technical marketing role that requires knowledge of traditional and digital marketing as well as demonstrable experience in the use of data analytics to facilitate evidence-based decision-making.</p> <p>The successful candidate will develop and implement integrated multi-channel communications with measurable KPIs in line with the Fundraising Strategy. This will be based on robust data analysis, segmentation and supporter journey mapping to increase Galway Simon’s supporter base and to drive supporter engagement and retention.</p>
<b>Main duties &amp; Responsibilities:</b>	<p><b>Supporter Marketing:</b></p> <ul style="list-style-type: none"> <li>• Manage the development and implementation of Regular Giving fundraising appeals and act as liaison for third party agencies where required.</li> <li>• Work with the Fundraising Team to plan and implement communications for all categories of supporters across all relevant channels and platforms.</li> <li>• Further develop personas and optimise supporter journeys through nurturing, converting and ultimately retaining supporters.</li> <li>• Develop and create an ongoing content schedule to attract and engage supporters via traditional and online marketing channels, with responsibility for, but not limited to managing website content, social media content, newsletters, donor care materials, welcome packs.</li> <li>• Manage supporter email marketing communications; developing and implementing email campaigns with detailed segmentation and reporting.</li> <li>• Assist with the development and implementation of donor journeys.</li> </ul>

	<p><b>Data Analytics:</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Fundraising Team, providing timely data and insights to inform decision-making and the creation of actionable plans to drive lead generation with existing and prospective supporters.</li> <li>• Establish funnel KPIs and undertake in-depth data analysis on donor segmentation and income to provide monthly reports on KPIs.</li> <li>• Manage the organisation’s CRM system (Salesforce) in relation to automation, analytics, integration and optimisation.</li> <li>• Manage external CRM support agencies.</li> <li>• Conduct ongoing analysis to optimise supporter communications and journeys.</li> <li>• Review segmentation of the database and develop plans to increase numbers of highest giving donors by reactivation and upgrade.</li> <li>• Develop insights from online platforms and research to inform supporter communications decisions and maximise impact of same.</li> </ul> <p><b>Campaigns and Events:</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Fundraising Team to plan and implement integrated marketing campaigns for fundraising appeals and events in line with the Fundraising Strategy.</li> <li>• Work with the Head of Fundraising &amp; Communications to develop and implement acquisition and retention campaigns to engage and retain supporters on an annual basis.</li> <li>• Coordinate agency partners where appropriate e.g. creative and media agencies.</li> <li>• Initiate, test and manage innovative approaches to fundraise digitally.</li> <li>• Carry out data analysis of income and marketing activities for events and campaigns, and provide timely reports for same.</li> </ul>
<p><b>Person specification:</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• A 3rd level qualification in Marketing/Business/Digital Marketing.</li> <li>• 1+ years post qualification experience in a busy marketing team environment with various stakeholders and interdependencies.</li> <li>• Excellent communication and interpersonal skills</li> <li>• Strong time management skills, planning, organising and prioritising and executing integrated marketing campaigns.</li> <li>• Ability to multi-task, take ownership of tasks, problem-solving, with strong attention to detail and work to strict deadlines.</li> <li>• High level of proficiency and experience in IT/systems, with a willingness to learn new technologies.</li> <li>• Experience in the use of CRM systems - Salesforce would be a distinct advantage.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• A demonstrated track record in data analytics to inform decision-making.</li> <li>• Experience in editing and updating website content.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience in copywriting.</li> <li>• Video editing skills would be a distinct advantage.</li> <li>• Fundraising knowledge and experience working in the non-profit sector would be an advantage but is not essential - candidates with digital marketing and communications experience in other sectors will be considered.</li> <li>• Confident, warm and engaging personality with a can-do, proactive and innovative approach.</li> <li>• Ambitious, creative and a desire to make a real social impact through this role.</li> <li>• Full clean Irish driver’s licence and access to own car.</li> </ul> <p>This Job Description is intended to indicate the broad range of responsibilities and requirements of the position. It is neither exhaustive nor exclusive but while some variation can be expected in particular duties, as the position evolves, the outline is considered to provide a reasonable general description of the position.</p>
<p><b>To apply:</b></p>	<p>Interested applicants should submit their CV together with a cover letter to <a href="mailto:jobs@galwaysimon.ie">jobs@galwaysimon.ie</a> by closing date <b>18<sup>th</sup> April 2022 at 5pm.</b></p> <p>If you have any questions in relation to this position please contact the HR department, at <a href="mailto:jobs@galwaysimon.ie">jobs@galwaysimon.ie</a></p>
<p>Galway Simon Community is an equal opportunities employer and welcomes applications from all sections of the community.</p>	