

JOB DESCRIPTION

JOB TITLE	SOCIAL MEDIA AND DIGITAL FUNDRAISER
NUMBER OF INCUMBENTS DOING THIS JOB	1
APPROVED JOB GRADE	
NAME OF SUPERVISOR	Belinda Abraham

PRIMARY PURPOSE OF THE JOB

This position operates in the Communication and Resource Development department and reports to the manager of this department. The primary function of this position is to develop and implement an online fundraising strategy using all the digital tools required to meet targets (Conversion, Income, Reach and Engagement). The position also requires the applicant to develop copy and graphics to support our individual giving campaigns, update fundraising campaigns to our website and the source content for general marketing purposes. This role also supports Comms Manager in the maintenance and development of The Cape of Good Hope digital platforms, including the website, e-communications, video creation and social media management.

OUTPUT

Effective Digital Fundraising Strategy Implementation
Provision of resource development support via graphic design and copywriting
Digital campaign conceptualisation and execution for fundraising and general purposes
Creates a professional digital presence for the Society on all digital platforms
Meets targets relating to conversion, income, reach and engagement

KEY PERFORMANCE AREAS (KPA'S)

- Digital Campaigning and Fundraising
- Social Media Management
- Content Marketing
- Administration
- Teamwork

POSITION IN THE ORGANIZATION

SUPERVISOR
(Second Level)

CEO Mr Mqabuko Moyo Ndukwana

SUPERVISOR
(First Level)

Communications, Resource
Development and Education
Manager - Belinda Abraham

INCUMBENT

TOUCH
Internal

POINTS
External

<ul style="list-style-type: none">• Managers• Board members• Colleagues in the Communications and Resource Development Department• Colleagues in various other departments i.e. animal centre, hospital, inspectorate and horse care unit• Volunteers and students	<ul style="list-style-type: none">• General Public• Donors (monetary and in-kind donors)• Suppliers• Service Providers
--	---

Job Description

Key Performance Area: Social Media and Website maintenance

<u>KPAs</u>	<u>KRIs</u>	<u>Mop</u>
General departmental posts	A growth in the social media following and increase in enagement	Grow following by 5000 pa / 415 pm At least one post with a reach of 30 000 and 50% engagement on the post
Event updates	Event registration or information is easy to find and	Generate new landing pages as needed Maintain webpages across website so they are consistently on brand and current
News blog updates	Content is topical and relevant to the season or Society experience	Sent to the Comms Manager weekly for editing and posted to site weekly
Website Content updates	Current event pages published Website content is reviews monthly to ensure that information remains relevant	1 month prior to each event A monthly update report is sent to the Manager by the deadline date
Monitor Bounce rate & key website stats	Analyse statistics monthly to understand what drives feet to webpage and why campaigns may or may not be successful Adapt the strategy or recommend improvements to improve statistics	Increased Conversion and reduction in bounce rates Monthly management report

Produce E-Campaign/ and FB advert reports	Track hard and soft bounces and CTR Track reach via social media analytics and conversion via the Facebook Pixel	Maintain bounce rate of +-13% Maintain a CTR in accordance with the list average Facebook conversions are achieved in accordance with campaign targets
Engaging with social media influencers and following	Engage with social media following	All comments are responded to via a comment or an action
Respond to any social media queries/ complaints received via inbox	Response rate remains at an average of 1 hour	No complaints remain unaddressed or unattended to

Key Performance Area: Content Marketing

Photography	Has a file of stock images of work done at the Society for use in general campaigns and identifies potential campaign material and social media content to photograph	Weekly and in response to crisis or newsworthy content
Grow online income streams	Regularly assess payment gateways and revisit options available	On line conversion rates and income show a growth of at least 10%
Assistant editor for Footprints and Paw Patrol newsletter	Identifies stories for the annual magazine, writes copy and provides images for editing purposes	Content is received by the editor by the deadline dates provided

Key Performance Area: Digital Fundraising

Research and develop digital fundraising tools for campaigns and appeals.	Tools improve user engagement and result in income growth	Increase online income by 10% in total
E-appeals	Copy writing and design of the e-campaign in support of the individual giving campaign is in accordance with the creative brief or as determined by the needs of the Society	1 deployed per month Copy is grammatically correct and has no spelling errors Graphics are created in accordance with the creative brief Copy is engaging and drives feet to our donate page Mailchimp templates are professional and on brand
Promote rewards programs i.e. MySchool membership	Increase Membership numbers	MySchool income increases in accordance with awareness
Develop digital fundraising campaign collateral / Assets for all fundraising programmes	Graphics are striking, attention grabbing and achieve a wide reach. Copy is engaging and well written	Online income achieves a growth of 10%

QUALIFICATIONS / EXPERIENCE

- Tertiary qualification in Marketing/ Visual Communications preferred but not essential.
- Experience with the Adobe Creative package, Mail Chimp and Facebook, YouTube, Twitter, Instagram and LinkedIn.
- Strong verbal communication skills - excellent command of English essential.
- Good creative writing skills - ability to draft E- Campaigns, social media posts and appeals.
- A natural attention to detail.
- A passion for animal welfare and a commitment to the cause.
- Drivers license required.

- Fundraising experience is as essential as an eye for a good story!
- Awareness of current animal welfare issues and digital campaigns.

PERSON SPECIFICATION / PROFILE:

- Deep compassion for animals and their welfare essential
- Excellent interpersonal skills
- Creative Flair
- Excellent interpersonal skills with an ability to interact effectively with the other staff members, the public and potential donors.
- Strong understanding of how non-profit organisations function and an ability to operate harmoniously within this structure.