

Job Title:	Digital Fundraising Manager	Contract:	Permanent
Location:	London, Hammersmith (currently remote working due to Covid19)	Hours:	37.5 Hours Per Week
Level/Salary Range:	Manager	Position Type:	Full-Time
Date Posted:	16-04-2021	Closing Date:	04-05-2021

About Starlight

Starlight Children's Foundation is the national children's charity which exists to champion the importance of play and defend every seriously ill child's right to it. We do this through services in hospitals to provide play and distraction and run a series of events and experiences to help alleviate anxiety and isolation. We support children, families and health professionals to make moments of escape for those who need it most.

We provide boxes for hospitals filled with games designed to distract and aid recovery. Distraction Boxes contain toys and games specially chosen to ease children's fears when they are worried about medical procedures. Boost Boxes contain toys, games and art materials from stress balls to slime, playing cards to puzzles, to help children laugh and learn while in hospital. Our Escapes programme offers a chance for children and their families to leave the stresses of hospitals and treatment behind and simply enjoy being a kid again.

Through the work we do and the people we work with, we listen, learn and share knowledge, enabling others to join our mission.

Our Strategy and the Digital Fundraising Manager role

There has never been such an exciting time to join Starlight, our services are evolving and demand and reach for our hospital and hospice services is increasing, we have a new website, new donation portal, and have taken 4 new digital fundraising products to market in 2020 and in June 2021 we will be rolling out our new brand. Like most organisations we had to pivot and adapt across the last 12 months in response to Covid-19. We have achieved and learnt so much, so this coming year we are working to a new strategy that will enable us to tailor and grow our services to brighten the lives of even more children as they go through their treatment, against a backdrop of a stretched NHS and national care system. At the heart of our strategy is a real focus on building lasting, meaningful, and relevant relationships with our supporters, demonstrating the importance and value of the contributions that they make.

This role will focus on maximising the effectiveness of our current digital fundraising activity to identify potential supporters' fundraisers and donors, developing relationships with them, and inspiring and supporting them to raise money online for Starlight for the long term. You would also be responsible for exploring the potential of specific digital fundraising products and campaigns to see if they can produce viable revenue streams for Starlight's work.

The role will see you lead on Starlight's community and digital acquisition products, working across the Public Fundraising Team to help recruit individual donors, fundraisers and community groups across the UK. It requires an individual who can work with autonomy and demonstrate entrepreneurial skills to help innovate across the team, drive a collaborative way of working across the charity, and help the Fundraising and Marketing directorate to deliver an ambitious income plan for 2021-22 and beyond.



Main purpose of the job

The Digital Fundraising Manager will work closely with the Digital Marketing Manager to develop and manage a sustainable digital fundraising programme for Starlight, that combines raising awareness, growing our audience and growing income by utilising digital platforms to grow our digital community and raising money from them through appeals and community, challenge and sport events. You'll also be responsible for the line management of two experienced co-ordinators in community and events fundraising, be managing existing fundraising activities as well as proactively seeking to secure new opportunities.

We are looking for an experienced digital fundraiser with a passion for and knowledge of digital fundraising and engagement. The successful postholder will have great interpersonal skills which will enable them to work with colleagues across Fundraising, Marketing and the wider organisation; and the creativity, drive and enthusiasm necessary to grow digital fundraising at Starlight.

You'll instinctively lead by example and place the highest priority on delivering the best customer support at all times, ensuring every supporter is given the most positive experience of Starlight at every touch point. You'll have the experience to encourage fundraisers internally and externally with creative ideas and practical assistance, and you'll be willing to have challenging conversations where necessary to help our fundraisers set and achieve realistic goals.

A natural relationship builder you will be keen to develop community networks of businesses, societies, clubs, and groups who you'll assist with raising money and the profile of Starlight's work.

If you are passionate about our cause, digital fundraising, community and events fundraising, this is your chance to play a fundamental part in delivering the changes we are striving to achieve.

Key Areas of Responsibility

1. Devise and implement digital fundraising activities and initiatives in order to increase income and acquire longer term support
2. Manage two Fundraising Coordinators.
3. Work with the Digital Marketing Manager to input into the digital acquisition plan.
4. Develop and work with teams to contribute to and implement the digital fundraising strategy.
5. Be a digital fundraising expert and champion.
6. Create online user journey models for our potential fundraisers.
7. Report on digital fundraising activities to senior stakeholders
8. Use analytics, user research and audience insight to develop and optimise activity.
9. Take a bold approach to innovating with fundraising from online audiences including audience driven propositions.
10. Continually test and learn to inform new product development.
11. Work in collaboration across the charity through project teams either as a project team member or manager.
12. Understand Charity and Data Protection Regulation legislation relating to digital fundraising and marketing.
13. Manage email programs for fundraising - welcome journeys at point of sign up before handing over to the retention team.
14. Work with the Digital Marketing Manager to create lead generation programs that convert to fundraising.



15. Represent Starlight at meetings and supporter events.
16. Increase income and improve our ROI by providing an excellent supporter experience through targeted digital fundraising and tailor-made supporter journey's that engage, excite and cross-sell our new products.

Management and Key Relationship

Reports to: Head of Public Fundraising Staff Managed: Two Fundraising Coordinators

Key Relationships:

Internal:

- Head of Public Fundraising
- Head of Individual Giving
- Social and Digital Marketing Manager
- Supporter Experience Coordinator

External:

- Digital platform providers It All Counts/Tiltify/JustGiving/Virgin money Giving
- Ad-hoc partners and individual consultants
- Digital agencies

Person Specification

Requirement	Essential	Desirable	Evaluation
Experience of line managing staff, setting goals, and developing a team.	X		I
Extensive knowledge and experience of digital fundraising mechanics, tools, and techniques and of running digital fundraising campaigns.	X		I
Experience of monitoring and evaluating quantitative and qualitative KPIs, measuring impact and making recommendations for development.	X		I
Worked on lead generation programs – (email, telemarketing leads, social media prospecting, surveys, hand raisers).	X		I
Managing external agencies	X		I
Experience of online event sign up process for challenge and community events.	X		I
Financial acumen, able to prepare and manage business plans and budgets.	X		I
Experience of using audience data insight to develop new programmes and products.	X		I



Excellent communication skills – written and oral with the proven ability to communicate with persuasion and credibility.	X		A
Have experience of working with a CRM system and be knowledgeable of relevant GDPR and Fundraising Regulations.	X		I
Pride yourself in taking a truly supporter centric approach to product design and development.	X		I
Enjoy being part of a small team where individuals thrive on working outside of their designated roles from time to time to get things done.	X		A
Be willing to work occasional weekends and evenings to help deliver supporter and fundraising events.	X		I
A successful track record in community fundraising and challenge events.		X	I
Have experience of supporting and engaging corporate partner staff and working with/managing volunteers.		X	A
Leading or managing a Community and Challenge Events programme that maximises ROI and engagement through new and existing products.		X	A
Knowledge and experience of the Streaming and Gaming industry		X	A
Experience of working with services teams, building mutual trust and respect that enables appropriate collaboration, and timely use of case studies and stories in fundraising activity.		X	I
Be able to manage and co-ordinate the day-to-day operations of a fundraising team.		X	I
Solid IT skills (Microsoft Office) and the ability to work with databases	X		A
*I = tested at interview, A= tested via cv / supporting statement			

What we offer

A unique opportunity to be part of an organisation that is passionate about preserving childhood throughout serious illness through hospital play and distraction services, wish granting and an escapes programme. We help children and their families to escape the routine and reality of treatment.

A friendly, contemporary, open plan office environment just five minutes' walk from Hammersmith tube station with lots of shops, cafes and the River Thames on our doorstep.

A competitive salary and exceptional benefits package including 25 days holiday rising to 30 days with service; employee assistance programme; life assurance; season ticket loan; child care vouchers; ride to work; auto enrolment pension; healthcare cover.



To Apply

Please email your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role, to {insert correct recruitment email} In order to aid our diversity monitoring, please also complete and return the Diversity Monitoring Form, also by email, to recruitment@starlight.org.uk. These forms will be used for data monitoring only and the information will be collated by someone outside of the selection team.

Interviews will be held via videoconference.

First Interview:	10-05-2021 – 13-05-2021	Second Interview:	13-05-2021 – 14-05-2021
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Additional Information

Place of Work

All staff are currently working remotely as part of our Covid19 response plan but this is continuously under review. Applicants should therefore expect to be Hammersmith based once this period ends and whilst we are open to flexible working requests there will be a requirement to spend significant time each week in the office.

Diversity Policy Statement

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Starlight actively welcomes candidates from diverse backgrounds.

Use of CVs

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. All CVs received prior to the closing date of the role will be considered **providing they are accompanied with a covering letter**. CVs will be kept in line with our Data Retention Policy, as required by the General Data Protection regulations.

Shortlisting

Starlight is an equal opportunities employer, and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted, we will contact you and invite you to attend an interview on the dates in this document, please ensure that you will be available on these dates. You will also be advised at this point if there will be any skills test, presentations etc.

Employment Checks

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, enhanced DBS and two most recent references.

