Digital Marketing Manager
(Fundraising)
British Trust for Ornithology
‘A WORLD INSPIRED BY BIRDS AND INFORMED BY SCIENCE’

BTO harnesses the skills and passion of birdwatchers to advance our understanding of ornithology and produce impartial science, communicated so that it can be of benefit to everyone.

OUR GOALS
BTO increases knowledge of birds and other wildlife, and their relationships with the environment and people, by:

- Enabling more people to learn about birds and science and grow through participation in environmental discovery.
- Delivering impartial, impactful and relevant science.
- Inspiring and empowering people with an understanding of birds and the importance of knowledge.

OUR PRIORITIES
We will reach our goals by:

- Providing more and better opportunities for people to contribute to our work.
- Monitoring the status of species, researching their ecology and understanding how they respond to change.
- Communicating great stories that bring to life the long-term data, information and knowledge that we hold.

OUR IMPACT
Our surveys, monitoring schemes and research programmes are designed by expert scientists to answer some of the most pressing questions affecting birds and their habitats. Because of our independence we are able to share our data, expertise and knowledge to inform decision-makers, educate the public and support conservation action. Our long-term datasets provide a measure of change and enable us to look for impacts and test solutions. Our vibrant volunteer network makes us highly effective and ensures that our work reflects the interests of those for whom birds and wildlife are important.

OUR FOUNDATIONS AND VALUES
The success of BTO is based on firm foundations that include: motivated and skilled staff and volunteers; a strong reputation; a robust business model and effective governance systems and processes.

We are:

- Inclusive and supportive
- Impartial
- Passionate
- Collaborative and open to new ideas

BTO is a Registered Charity Number 216652 (England & Wales), SC039193 (Scotland).
ABOUT THE ROLE

PURPOSE OF THE ROLE

To drive a step-change in our fundraising by developing and leading a new digital fundraising strategy that increases our income delivered through digital channels.

RESOURCE MANAGEMENT

Income stream target: £445k per annum

WHAT YOU WILL DELIVER

Strategic
• Develop and implement a digital fundraising strategy for BTO
• Champion the digital fundraising strategy and proactively support colleagues to engage with it.
• Manage and train relevant staff in relation to the strategy
• Contribute to strategic planning and development of our digital platforms and CRM (Civi-CRM)
• Provide expert insight to senior leaders of digital marketing and fundraising trends and how these may apply to BTO

Digital marketing
• Prepare and manage the digital fundraising budget – including reporting and forecasting
• Establish, track and report on key performance indicators and measures relating to digital fundraising.
• Provide fundraising messaging expertise and copy to colleagues in the Engagement and Fundraising teams and make regular recommendations on this insight
• Regularly review, refresh and optimise web pages for fundraising.
• Manage and oversee various digital fundraising channels in consultation with the Social Media Manager and Head of Communications
• Build a digital marketing plan for fundraising e.g. Facebook advertising and other paid media campaigns
• Research competitors and provide suggestions for improvement
• Work with Social Media Manager, Head of Communications and, where appropriate, external creatives to deliver campaign assets that follow the BTO brand
• Manage BTO’s Google AdWords account and campaigns
• Ensure digital fundraising activities are compliant with all relevant legislation
ABOUT THE ROLE

**Fundraising and Engagement campaign management**
- Campaign management – ensuring activity is delivered to an excellent standard, in a timely manner and within budget. Work with Social Media Manager, Media Manager and Head of Communications to ensure activity aligns with other channels and outputs.
- Co-ordinate post-campaign review and apply lessons learned, working with Social Media Manager and Website Manager to agree, implement and report on analytics (e.g. Google Analytics) to determine campaign effectiveness.

**Fundraising and Engagement insight**
- CRM – working with the Fundraising, Engagement and IS teams to better identify, cultivate and manage relationships and opportunities for income generation.
- CRM – managing, analysing and using data to grow response rates and average gift amounts.
- CRM – to be responsible for maintaining clean and consistent records by developing guides for the teams and regularly searching for errors and cleaning the database appropriately.
- CRM – working with Head of Fundraising and Head of Engagement to establish and report on key individual giving performance indicators.
- Assist with other reasonable tasks.
- Support whole team.

This is not an exhaustive list; the successful applicant will agree objectives with the line manager.

**WHAT YOU WILL BRING TO THE FUNDRAISING TEAM**

- You will have extensive digital fundraising or marketing experience and a proven track record of planning, delivering and monitoring excellent digital fundraising campaigns, using an innovative approach to find solutions.
- Digital channels and response mechanisms: metrics used to measure response and how channels inter-relate with offline media. Skilled at analysing digital marketing activity, awareness of tracking requirements.
- You should have broad knowledge of digital marketing trends, in and outside of a charity environment. Always looking for new ways to reach audiences, you’ll be innovative and proactive in identifying new digital fundraising opportunities.
- Subject matter expert: Experience of representing digital fundraising/marketing within a wider marketing/fundraising directorate, with excellent experience in knowing what drives response.

**Digital transformation**
- A minimum of 4 years of proven success in developing and implementing digital marketing strategies for fundraising (charity sector experience desirable).
- Ability to present information to a wide range of audiences in a clear, persuasive and meaningful way. Work with colleagues across the organisation to achieve...
meaningful dialogue with members of the public, supporters and donors.

- A minimum of 4 years of hands-on experience with SEO, Google Analytics and CRM software, ideally Civi-CRM.
- Excellent understanding of the full range of paid and organic digital channels and experience of managing digital marketing channels.
- Experienced user of CRM software (we use Civi-CRM) and associated software for producing data insights. Experience of using PowerBI
- Skilled at manipulating data and analysing patterns and trends to drive more effective fundraising.
- Experience with building and maintaining donation forms, surveys, and other user engagement features, and running reports/interpreting audience analytics.
- Experience using A/B testing in advocacy, fundraising and/or marketing capacity.
- Proven experience and success in devising and implementing multiple and concurrent direct marketing campaigns from inception through to delivery
- Sense of ownership and pride in your performance and its impact on the charity’s success
- Critical thinker and problem-solving skills
- Team player
- Excellent time-management skills

FIND OUT MORE ABOUT THE ROLE

For an informal chat about the position please contact Susan Hughes (email: susan.hughes@bto.org)

SALARY AND BENEFITS

A starting salary of £29,030, rising to £32,256 over two years.

Benefits include: 11% employer pension contribution, Employee Assistance Programme, discounts on books, flexible working and social events.

Full time (37 hours) permanent post, based in Thetford in Norfolk with the flexibility to work at home or from the David Attenborough Building in Cambridge occasionally.

MAKING AN APPLICATION

If you have what it takes then we look forward to hearing from you – send your completed application form with a CV to Holly Stevenitt via recruitment@bto.org stating the job title in the subject line.

Closing date for receipt of applications is 1pm on Thursday 30th July 2020.

It is anticipated that interviews will be held remotely on Thursday 6th August.

If you have a disability or long-term illness that otherwise prevents you from meeting any of the essential criteria, please contact us to discuss whether a reasonable adjustment could be made.