## JOB TITLE:
Head of Digital Engagement and Fundraising

## DIVISION/DEPARTMENT:
Communications Division

### 1. OVERALL PURPOSE OF JOB

Core responsibilities of the role:
1. Provision of strategic digital planning, leadership and management for BirdLife International.
2. Digital planning, delivery and evaluation
3. Digital platforms procurement, maintenance and development

### 2. STAFF RELATIONSHIPS

**REPORTING TO (LINE MANAGER):**
Director of Global Communications

**REPORTING TO JOB HOLDER (LINE MANAGED STAFF):**
None currently – likely to develop as the department grows.

**PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT**
Provision of information to and collaboration with Communications & Fundraising Officers and Management of Cambridge and Regional Secretariats

Advising, mentoring and developing the Communications (specifically the digital team of people – globally) and Fundraising teams with regard to Digital Fundraising.

**PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK**
Provision of collaborative support and guidance to partner digital fundraising efforts and staff

### 3. KEY WORKING RELATIONSHIPS

<table>
<thead>
<tr>
<th>Contact</th>
<th>Level (1-3)</th>
<th>Contact</th>
<th>Level (1-3)</th>
<th>Contact</th>
<th>Level (1-3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BirdLife Network Organisation Staff</td>
<td>2</td>
<td>General Public</td>
<td>2</td>
<td>Institutional policy makers /Politicians/ Corporations</td>
<td>2</td>
</tr>
<tr>
<td>BirdLife Advisory Groups, Committees, Reg. Councils</td>
<td>3</td>
<td>Press &amp; Media</td>
<td>2</td>
<td>Institutional Funders</td>
<td>1</td>
</tr>
<tr>
<td>BirdLife Global Council</td>
<td>1</td>
<td>Regulators/Legislators / Auditors</td>
<td>3</td>
<td>Individual donors/ members</td>
<td>3</td>
</tr>
<tr>
<td>Suppliers/Service Providers</td>
<td>3</td>
<td>Scientific Community</td>
<td>2</td>
<td>Royalty/VIPs/ High worth Individuals</td>
<td>1</td>
</tr>
</tbody>
</table>

**Level of Contact**
1. = General Informing. "Appearance, first impressions”. May have some independent outside exposure and contact, primarily informative.
3. = Justifying/Negotiating - "Influencing decision makers”. Frequent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.
4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:

- Responsible for creating, developing and monitoring the digital fundraising strategy and digital roadmap
  - Integrating this into the broader fundraising and communications strategies
  - Ensuring the global fundraising team, including regional fundraisers, and the global communications team buy in to the strategy
  - Providing training, coaching and mentoring as required
- With the communications teams, develop a strategic content plan to ensure engaging and innovative content for BirdLife's digital channels
- Plan, execute and monitor strategic digital activity to support the acquisition, retention and engagement of supporters, delivering unrestricted income to enable BirdLife’s work. Channels include e-mail, Facebook advertising, new forms of social media, and AdWords
- Ensure awareness of and proactive action with regard to ever-changing digital trends and audience preferences
- Keep up to date with sector developments regarding individual giving and digital fundraising to ensure BirdLife is at the forefront
- Develop and maintain an internal digital training programme to foster digital transformation across BirdLife
- Act as one of the organisation’s in-house digital experts. Advise on best practice and trend insights to enable BirdLife to innovate, and to drive any digital opportunities within the organisation, collaborating closely with digital and campaigning comms officers
- Work with the Head of Mid-Level Giving to ensure best in class supporter care which is focused on the long-term relationship with donors and delivers retention rates higher than the sector average
- Initiate and maintain effective and long-lasting relationships with external digital contacts and social media networks
- Oversee the maintenance, development and continuous improvement of the BirdLife's social networks, email marketing platform, payment processing platforms, donation pages and forms on an ongoing basis
- Accurately forecast, monitor and report on income and expenditure budget lines
- Contribute to overall fundraising strategy and budget development during the budgeting and investment request process
- Agreeing Key Performance Indicators, monitoring and reporting on these, agreeing remedial and proactive actions required

5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

<table>
<thead>
<tr>
<th>RESPONSIBILITY AREA</th>
<th>LEVEL OF AUTHORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial/Budgetary</td>
<td>Delegated authority for digital advertising</td>
</tr>
<tr>
<td>Contracts – Funders</td>
<td>None</td>
</tr>
<tr>
<td>Contracts – Staff/Consultants</td>
<td>Manage external suppliers as appropriate</td>
</tr>
<tr>
<td>Contracts – Service providers</td>
<td>Set up and agree contracts with service providers</td>
</tr>
<tr>
<td>Legal Responsibility</td>
<td>Normal legal responsibilities apply, bound by contract</td>
</tr>
</tbody>
</table>
## 6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
<th>KNOWLEDGE/SKILLS/ATTRIBUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum General Education</td>
<td>• Education to degree level, or equivalent experience</td>
</tr>
<tr>
<td>Job Specific Education/Qualification</td>
<td>• Digital communications experience or relevant qualification.</td>
</tr>
</tbody>
</table>
| Job Specific Knowledge            | • Educated to degree level in a relevant discipline  
• Demonstrable knowledge of the digital market place including excellent understanding of the internet and up-to-date knowledge of industry trends  
• Knowledge of e-marketing channels (search, email, affiliates, PPC search marketing, social, etc.)  
• Knowledge of third party software, content management systems, CRM, database suppliers and integration issues.  
• Thorough marketing knowledge  
• Knowledge of legal and best practice frameworks (e.g. data protection, DMA) for digital communications  
• Knowledge of editorial style and publishing processes in an online environment  
• Understanding of web services e.g. APIs                                                                                                                                 |
| Experience                       | • Experience in working across organisations and partners  
• Proven experience in negotiating, communicating and influencing at all levels internally and externally  
• Proven experience with non-for-profits  
• Change management experience at leadership level is an advantage  
• Experience in using platforms such as Facebook Business Manager and Google Ad Words  
• Experience in recruiting, managing and retaining digital savvy and experienced fundraising staff                                                                                                                                 |
| Management, Communications & organisational skills | • Proven leadership and management skills with the ability to influence and negotiate at a senior level  
• Excellent presentation, verbal and written communication skills  
• Relationship management skills  
• Ability to manage multiple complex programmes simultaneously  
• Analytical, business and financial management skills  
• Time management/organisational skills  
• Goals driven and a problem solver  
• Project Management and planning skills  
• Confidence in communicating with internal and external stakeholders, using both technical and non-technical language/explanations.                                                                                                                                 |
| Creativity & Initiative          | • Self-motivated, adaptable and innovative.                                                                                                                                                                                 |
• Ability to recommend improvements to working practices and develop creative solutions to problems.
• The ability to develop new skills and knowledge.

**Computer Literacy**
• Excellent computer literacy in standard software packages/office applications.
• Excellent skills in the use of Adobe creative Suite

**Languages**
• Working language is English. Additional languages would be useful.

**Travel requirements**
• None

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**Prepared by:**
Christopher Sands

**Date:**
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