**JOB TITLE:** Digital Fundraising Officer  
**DIVISION/DEPARTMENT:** Communications Division

### 1. OVERALL PURPOSE OF JOB

To create and disseminate digital fundraising product/campaigns, in close coordination with global digital and fundraising teams – to maintain up-to-date awareness of best practice in the field and master the necessary analytics and monitoring of our efforts, their successes and shortcomings.

To write and edit articles and create short digital videos for BirdLife International’s communication channels

To support the Communications Division in various ways as required, to ensure timely delivery of external and internal communications products, especially as it relates to fundraising communications collateral.

### 2. STAFF RELATIONSHIPS

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

**REPORTING TO JOB HOLDER (LINE MANAGED STAFF):**  
None

**PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT**  
Provision of guidance, advice and information to Fundraising and Communications staff, senior management, including the CEO in the fields of digital fundraising, analytics and metrics.

**PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK**  
Occasional engagement with staff of BirdLife Partners, in particular Communication and development staff. Project staff associated with BirdLife Programmes,  
External: suppliers (e.g., designers, printers etc), editorial and design contacts, Staff from other NGOs and charities.

### 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>1</td>
<td>Institutional policy makers/Politicians/Corporations</td>
<td>2</td>
</tr>
<tr>
<td>BirdLife Advisory Groups, Committees, Reg. Councils</td>
<td>1</td>
<td>Press &amp; Media</td>
<td>1</td>
<td>Institutional Funders</td>
<td>1</td>
</tr>
<tr>
<td>BirdLife Global Council</td>
<td>1</td>
<td>Regulators/Legislators/Auditors</td>
<td>1</td>
<td>Individual donors/members</td>
<td>1</td>
</tr>
<tr>
<td>Suppliers/Service Providers</td>
<td>2</td>
<td>Scientific Community</td>
<td>2</td>
<td>Royalty/VIPs/High worth Individuals</td>
<td>1</td>
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4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:

1. Drive, support, create and contribute to content and strategy for digital fundraising campaigns in close coordination with Fundraising and Global Digital colleagues.
2. Supporting the roll-out of digital fundraising campaigns to Partner staff, where appropriate and in coordination with Development and External Communications.
3. Support the development and implementation of BirdLife’s digital acquisition strategy.
4. Diversify the current digital channel and product mix.
5. Work collaboratively with BirdLife’s Communications team to maximize fundraising opportunities.
6. Review the effectiveness of digital FR activity on an ongoing basis and propose investment / disinvestment where appropriate.
7. Conduct frequent planning sessions, ensuring all digital activity and project work is aligned with BirdLife’s strategic objectives.
8. Maintain and develop a monitoring and reporting framework for digital acquisition and retention activities and associated KPIs that show the performance of the digital program.
9. Identify and develop new digital audience profiles.
10. Accurately forecast, monitor and report on digital income and expenditure budget lines.
11. Oversee detailed in campaign and end-of-campaign reports.

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>None</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></td>
</tr>
<tr>
<td>Other</td>
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</table>

6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
<th>KNOWLEDGE/SKILLS/ATTRIBUTES</th>
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</thead>
<tbody>
<tr>
<td>Minimum General Education</td>
<td>University degree level in a relevant field, or equivalent experience.</td>
</tr>
<tr>
<td>Job Specific Education/Qualification</td>
<td>Degree (BSc), in any appropriate discipline related to communications. Additional qualifications or experience related to digital communications.</td>
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</table>
**Job Specific Knowledge**

Knowledge of digital and on-line landscape, particularly in areas of fundraising and campaigning.
Knowledge of global environmental issues and international conservation issues.
Passion for nature, wildlife and the environment and high motivation for working in a conservation charity.

**Experience**

Demonstrable experience of working in digital Communications, marketing and/or fundraising, ideally in the charity sector, with a proven track record in writing and editing to tight deadlines.

Excellent interpersonal communication skills, both written and verbal, with the ability to reach multiple types of stakeholders. Multiple language skills would be an advantage.

Experience of managing a range of channels such as social media and intranet would be an advantage.

Knowledge of reporting and monitoring success of ads against key KPIs.

Training and building capacity in individuals would be desirable.

Experience of using the Facebook Business Manager to create, monitor and optimize adverts.

Detailed understanding of digital fundraising techniques.

**Management & organisational skills**

Ability to work under pressure, managing competing priorities and tight deadlines.

Prepared to accept responsibility for decisions and actions.

**Communications skills**

Experience creating and/or working with designers on the development of image and video content, optimised for social media advertising.

Comprehensive understanding and experience of audience segmentation, analytical modelling such as LTV and use of insights to drive performance.

**Creativity & Initiative**

Self-motivated, adaptable and innovative. Makes recommendations to improve working practices, develops creative solutions to problems, and has the ability to develop new skills and knowledge.

**Computer Literacy**

Basic skills in Photoshop or Adobe Premiere

Good knowledge of Microsoft Office application

**Languages**

Working language is English.

**Travel requirements**

None

**OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES**

<table>
<thead>
<tr>
<th>Prepared by:</th>
<th>Date:</th>
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<tbody>
<tr>
<td>Christopher Sands</td>
<td>January 2021</td>
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