



Job Specification:

Global Digital Fundraising and Engagement Officer

Department:	Global Fundraising
Scale:	UK Grade 2
Line managed by:	Global Digital Fundraising and Engagement Manager
Responsible for line managing:	N/A
Location:	Manchester / UK

MAG’s Vision is a world in which everyone can live free from the enduring and devastating consequences of armed violence, conflict and their legacy. People will live in communities where their rights are upheld, with dignity and choice and free from fear from mines, explosive remnants of war (ERW) and the impact of small arms and light weapons and ammunition.

MAG’s Mission is to save lives, ease suffering and enable sustainable development by limiting the causes and addressing the consequences of armed violence and conflict so people can live with dignity and choice, free from fear. We will use our core skills and distinctive competence to save lives through the removal of mines and ERW, and reduce the impact of small arms, light weapons and ammunition on people and communities. How we do this is as important as what we do – we work primarily with and for communities, for us ‘it’s all about people’.

MAG’s Values. Our values come to life through our actions, every day. How we act has an impact on others. As someone who works at MAG, you can help to create a positive culture by demonstrating our values through your own behaviour and actions. Everyone has a role to play in shaping our culture. Everyone should understand our values and is encouraged to think how they are relevant to their individual role.

- DETERMINED** - we work with purpose.
- EXPERT** - through excellence and expertise we build trust.
- INTEGRITY** - we strive to do the right thing.
- COMPASSION** - people come first in everything we do.
- INCLUSIVE** - we are inclusive, and we value diversity.

Job Purpose:

This is a great time to be joining MAG as we unveil a new five-year organisational strategy and an ambitious fundraising strategy to transform our income across the UK, US and globally. We are looking for a motivated individual who is inspired to raise vital funds and create a fantastic supporter experience for our donors in the UK and US.

As part of the Global Fundraising Team, the Digital Fundraising and Engagement Officer will support the delivery of MAG’s digital fundraising, campaigns and engagement activity to drive online action and engagement with target audiences. You will help develop compelling calls to action which have the power to mobilise support, help grow our digital channels and grow and establish audiences. This is an opportunity to work in a growing and high priority area at MAG with the ability to make a real impact on our digital engagement within the entire Global Fundraising Team.

Job Description



Digital Engagement

- Contribute to, and support the implementation of, the fundraising business plan to achieve agreed team income and expenditure targets across global markets, primarily focused on the US and UK initially.
- Support the Digital Fundraising and Engagement (DFE) Manager and DFE Coordinator with the delivery of MAG's digital fundraising and engagement strategy by creating, building and delivering compelling campaigns and propositions which drive action.
- Be responsible for the day-to-day management of digital engagement activity including through MAG's email marketing programme and relevant webpages, social and search across both MAG International and MAG US sites.
- Work with colleagues within the fundraising and communications team, and across MAG, to develop and strengthen digital giving and engagement across all relevant online platforms.
- Create compelling content targeted to resonate with different audiences across all digital and social media channels and platforms. Supporting the DFE Coordinator in paid social and search campaigns.
- Develop excellent copy and design to inspire support across the website, social and email in particular
- Work with external suppliers to develop digital content as required to support campaigns.
- Track and analyse digital metrics to measure success, evaluate and report on digital fundraising activity and ensure key learnings are used to increase future income.
- Proactively maintain excellent knowledge of digital fundraising practices and campaigns in the sector, including competitor analysis, to ensure you can strengthen MAG's digital output.
- Work closely and collaborate with other fundraising teams across the department to create and deliver integrated fundraising campaigns and collective ambition.
- Partner with advocacy and communications colleagues to create and execute campaigns which engage new support and profile MAG's influencing work in achieving global policy change.
- Occasional work with social media influencers to grow MAG's online reach with a particular focus on campaign moments.
- Work with the wider fundraising team to respond to emerging crises and emergencies by creating content and executing agreed plans to engage supporters and generate income.

Supporter Retention and Acquisition

- Work with the fundraising and communications teams to ensure online and offline fundraising campaigns are integrated and digital channels are used effectively for retention and development of supporters.
- Use MailChimp to deliver, coordinate and monitor MAG's email marketing programme to global audiences.
- Work with the Individual Giving Officer to develop and deliver online and offline supporter stewardship journeys to grow income and retain support.
- Plan and implement paid acquisition campaigns across numerous channels for movement building, lead generation, donor acquisition and engagement.
- Develop plans for promoting key fundraising campaigns and products, across paid and owned digital channels.
- Work with colleagues to ensure the lifetime value of donors is maximised; this could include presenting supporters with opportunities to volunteer, buy merchandise, leave a legacy or become a major donor.
- Partner with legacy and community and event fundraising to engage these audiences online, building content and campaigns to attract support in pursuit of agreed campaign aims.
- Work closely with Individual Giving to deliver appeals to digital audiences, creating plans and online content which generate income.

Fundraising Support



- Provide outstanding care to supporters and fundraisers by dealing with enquiries over the phone, email and post in line with MAG's Supporter Promise and encouraging supporters to engage and interact with MAG.
- Provide cover and support to the Administrator, when needed, including processing donations received on and offline in line with MAG processes, recording on Donorfy and liaising with the Finance Team.
- Ensure activities and processes are in line with industry best practice and MAG's quality management system.
- Play an active part in MAG's fundraising compliance by keeping up to date with information on Gift Aid, Data Protection Act, Fundraising Regulator Codes of Practice and other guidelines related to charitable giving and suggest changes required in order to satisfy these.
- To carry out other duties as requested by the Digital Fundraising and Engagement Coordinator and Manager.

All staff are expected to undertake the following general duties:

- Work within the framework of MAG's core values, promoting its ethos and mission statement.
- Work towards achieving programme and/or department business plan objectives
- Ensure familiarity with and adhere to all MAG policies and procedures and keep informed of MAG activities
- Undertake and apply learning from appropriate training and development programmes.
- Travel internationally, sometimes to developing countries and areas in conflict, as and when required.
- Undertake the role in a manner appropriate to the cultural context and within the local legal framework.
- Understand and uphold the standards outlined in MAG's Safeguarding Framework, acting with due care and attention to safeguard the wellbeing of anyone that comes into contact with MAG's work and reporting concerns if they do arise.

This is a non-contractual document that can be varied from time to time as circumstances dictate. This job description is intended to summarize the main duties and responsibilities of the post; this is not intended to be a full and exhaustive list of tasks. All MAG staff are expected to demonstrate flexibility and willingness to perform appropriate tasks when the need arises.

Some Job Descriptions may be supplemented by specific Terms of Reference

Person Specification

Essential Experience

- Demonstrable experience of creating marketing content.
- Implementing digital plans that expand our reach, impact and income.
- Managing and growing online communities, including on Facebook, Instagram, X and other online platforms.
- Using latest trends and developments in social media to engage new audiences and to deepen engagement with existing audiences.
- Producing digital content to encourage meaningful engagement with supporters.

Essential Skills and Knowledge

- Creative with the ability to produce simple visual designs
- Strong knowledge of trends/developments in social media.
- Excellent copywriting, editorial and proof-reading skills.
- Good understanding of the digital marketing landscape.
- Good knowledge of Office 365.
- Ability to work on multiple projects simultaneously.
- Excellent interpersonal skills and an ability to engage with a variety of individuals both

internally and externally.

- Numerate, able to manipulate data.

Essential Aptitude

- Able to treat supporters with empathy and respect. Supporter focused and committed to providing the very best of customer care.
- Ability to effectively represent and promote MAG within the expectations of the role.
- Interest in and commitment to MAG's humanitarian and capacity building mandate.
- Self-motivated, flexible and enthusiastic approach to work.
- Creative, innovative and proactive with a problem-solving approach.
- Able to take considered risk and learn from failures to innovate and improve.
- Proactive with the ability to identify future problems.
- Driven to deliver MAG's mission, vision and values.
- Ability to work proactively and independently

Desirable

- Knowledge of current trends and issues in fundraising
- Knowledge of data protection and relevant fundraising codes and standards
- Good knowledge of content management systems.
- Experience of using Donorfy or Raisers Edge.
- Knowledge of the global fundraising market including UK and US fundraising trends.
- Knowledge of relevant fundraising codes and standards in the US.

Signed employee:

Date:

Signed manager:

Date:

2024