



WE DELETE BLOOD CANCER

JOB DESCRIPTION	
Job Title Digital Fundraiser	Department Fundraising
Responsible to Community & Events Fundraising Manager	Direct Reports None
Location: Chiswick, London	Salary: £30,000 - £33,000 pa

Purpose

As DKMS Foundation's Digital Fundraiser, you will play a big part in supporting our vital work whilst our team is expanding and looking to the future.

You are an enthusiastic and professional fundraiser looking to specialise in Digital Fundraising, bringing experience across a breadth of platforms. You will support the whole of the Fundraising Team by building on our growing work across digital platforms, transforming this into a cohesive and ambitious strategy. The role will involve cultivating internal relationships across various teams so that Fundraising's needs are prioritised within the organisation's overall Digital Marketing strategy.

You are an enthusiastic, efficient and organised team player confident in creating fundraising content for different audiences. Your ability to prioritise and manage a varied workload whilst meeting deadlines and desire for constant improvement of outcomes make you an ideal candidate.

Fundraising Department

The Fundraising Department is responsible for raising money as well as engaging supporters and maintaining close relationships with community fundraisers, private donors, organisations, trusts, foundations and companies. The department builds up long-term partnerships and sponsorships with those who are committed to DKMS UK's mission to find a matching blood stem cell donor for every blood cancer or blood disorder patient that needs one.

Key Responsibilities

Digital Marketing

- Together with the Communications & Marketing team, plan and implement digital marketing activity including email, social and display advertising to drive audiences to support our work, with a focus on increasing income and event sign-ups.
- Implement paid content marketing initiatives, recommending content, channels and budgets for the Fundraising Team.
- Review fundraising marketing plans from a digital standpoint and assist with implementation.
- Support the wider organisation with key campaigns such as World Blood Cancer Day and Blood Cancer Awareness Month, suggesting ideas and aiding with the creation and delivery of content on key channels.
- Keep on top of trends and tap into ways for the organization to piggyback on them with relevant and far-reaching content.

Website & Third-Party Platform Management

- Work with the Communications & Marketing Team, Global Communications Team and external web agency to optimise money donations through the website and maximise income.
- Regularly update the website fundraising content including challenge events, news stories and campaign pages.



WE DELETE BLOOD CANCER

- Manage all third-party online platform fundraising (for example through Just Giving, Enthuse or Thyngs). This would include logging information from the platforms onto the database, inputting coding in to the third-party platforms and ensuring participant contact details and preferences are recorded.
- Analyse the monthly fundraising website Piwik report by monitoring monthly donations, conversions and campaigns.

Social Media and Email

- Develop our email marketing programme, including renewing consent and preferences to improve supporter engagement and maximise lifetime value, translating business requirements into segmented email plans, curation and delivery of personalised content and automated email journeys, and creation of personalised dynamic content to incrementally increase open rates, clicks and conversions.
- Work with the Communications & Marketing Team to develop and maintain the overall email strategy and plan, ensuring that supporters are not over-contacted with differing requests from across the organisation.
- Use GivePanel to manage and steward social media fundraisers, record this information on the database and maximise our use of the tool.
- Work with the Communications & Marketing Team to develop social media content surrounding key fundraising appeals (such as our Year End and Spring Campaigns) and develop a strategy for showcasing fundraising activity across DKMS social channels on a regular basis.
- Create and implement paid social media content around key fundraising appeals to secure one-off and regular donations, and to recruit participants for upcoming challenge events.
- Monitoring and measuring success of all fundraising focused social media content, and adapt and innovate where necessary to improve outcomes.

Other duties

- To attend various events to assist with event management, cheering supporters, meeting and greeting supporters, registration drives, and any other support role that may be required at a DKMS event.
- To keep up to date with developments in the field of fundraising.
- To be current and knowledgeable about blood stem cell donation and the DKMS global and national mission, goals and brand propositions to its various target audiences.
- To keep up-to-date with developments and learning in stem cell donor recruitment/registration and transplantation.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies, including those relating to advertising standards, the Human Tissue Authority and NHS Blood and Transplant standards.
- To meet with the Community & Events Fundraising Manager for the purpose of regular supervision and appraisal.
- To participate in staff training, organisation/team meetings and events, as required.
- To promote equality of opportunity and anti-discriminatory practices.
- Any other duties deemed appropriate by the Community & Events Fundraising Manager, subject to time and commensurate with level of responsibility and salary.



WE DELETE BLOOD CANCER

Person Specification

It is not expected that the successful candidate will necessarily have experience / competency in all the areas highlighted below. Support and training will be provided.

Knowledge, experience and expertise

1. Educated to A-Level or equivalent, or demonstrable equivalent experience.
2. Experience working in a fundraising or charity marketing role for between 2 – 5 years.
3. Experience of creating content that can be used across various platforms (Canva would be ideal).
4. Experience of using mass-email platforms (Mailingworks would be ideal) and social media tools (Meltwater and GivePanel would be ideal).
5. Experience of working with databases (experience of Salesforce would be advantageous).
6. Experience of using Microsoft Office, specifically Word, Excel and Powerpoint.
7. Knowledge of, and experience of adhering to, GDPR guidelines.

Skills and abilities

1. Creativity in content creation, campaign ideation and problem solving
2. Ability to work well across teams, with differing priorities, and ensuring that Fundraising's priorities are always considered.
3. Excellent communication skills (verbal and written).
4. Ability to multi-task, prioritise and adhere to deadlines.
5. Well-organised, efficient and willing to help.
6. Ability to work independently but also in a small team.
7. Good at building and maintaining relationships.
8. Flexible and willing to adapt to new situations, including out of hours work on occasion.

Values

DKMS works to a set of core values which it seeks to uphold and implement in everything it does, including leadership and management practices. The illustration below summarises DKMS' core values and how these translate into organisational and individual behaviours.



Personal competencies

The table below sets out how our values relate to the competencies required for this role.

Competency area	Abilities/expertise/knowledge
Strives to make an impact ...	<p><i>... is committed to exceeding expectations</i></p> <ul style="list-style-type: none"> • Confident about proposing new ideas and solutions to the Head of Department; team members and other colleagues in order to improve the quality outcomes and efficiencies across the department • Not afraid to challenge ways of working in order to bring about improvements in working practices • Able to analyse working systems and processes with a view to improving them and making them more efficient • Confident that will succeed in delivering personal objectives • Confident in communicating to others, both internally and externally • Takes responsibility for managing own work and commitments • Goes the extra mile to deliver results
Self-starter	<p><i>... is highly motivated and open to challenging oneself</i></p> <ul style="list-style-type: none"> • Able to work on own initiative and identify what needs to be done before being asked • Thrives on challenges and remains focused under pressure • Demonstrates ambition and an eagerness for personal development • Has a 'can do' approach to dealing with work challenges and dilemmas

Inspired by our vision	<p><i>... is committed to the fight against blood cancer</i></p> <ul style="list-style-type: none"> • Works with passion, enthusiasm and dedication • Demonstrates a strong sense of empathy towards patients, donors, supporters and colleagues • Understands the role DKMS UK plays within the global DKMS group • Able to communicate and explain the mission of the organisation clearly and passionately • Uses own knowledge and expertise of blood stem cell donations, collections and transplants to promote DKMS UK's vision and work • Understands the needs of people affected by a blood cancer diagnosis or blood disorder and who need to find a blood stem cell donor to give them a second chance of life • Confident in talking with donors, patients and their families
Team player	<p><i>... has the ability and desire to work cooperatively with other team members</i></p> <ul style="list-style-type: none"> • Provides assistance, information and support to team colleagues, as well as building and maintaining relationships across the organisation and internationally with other DKMS entities • Respects others and embraces the values of diversity, equality, integrity and trust • Listens and responds constructively to other team members' and colleagues' ideas • Forms good working relationships with people in other departments throughout DKMS, both in the UK and overseas
Executes with excellence	<p><i>... works diligently and continuously produces high quality work</i></p> <ul style="list-style-type: none"> • Effectively prioritises workload and works independently • Achieves established goals within deadlines • Has excellent attention to detail, ensuring processes and procedures are recorded and documented to high standards • Communicates clearly and articulately with potential stem cell donors, and with colleagues and other stakeholders

Competency area	Abilities/expertise/knowledge
Embraces opportunities	<p><i>... challenges the status quo and looks for opportunities to implement new methods of working</i></p> <ul style="list-style-type: none"> • Open to different ideas, approaches, procedures and technology that can improve the way we recruit donors and manage the registration process • Able to adapt to new situations with a positive approach to change • Seeks opportunities to learn from colleagues both locally and internationally • Considers developments in other similar organisations, learning from their experiences and introducing relevant information, ideas and intelligence for the benefit of DKMS

Conditions of Employment



WE DELETE BLOOD CANCER

- 37.5-hour week, Monday to Friday (9am – 5pm).
- 25 days' holiday per annum (plus public holidays) – increments after two years' service, up to a maximum of four additional days per year.
- DKMS pension scheme – employer DKMS pension scheme – automatic enrolment contribution rate: 3% employee, 5% employer.

Benefits

- Corporate Eye-Care Scheme
- Cycle to Work Scheme
- Season Ticket Loans
- Further information on staff benefits are covered on our website.