

Website and Digital Fundraising Manager



Location:UK (Remote working possible); regular travel to London expected

Contract: Full time

Reports to: Head of Supporter Growth

Salary: £35,700 - £38,588

About SolarAid

Established in 2006, SolarAid is a UK based, international charity dedicated to bringing solar power to rural communities in sub-Saharan Africa.

Currently, there are nearly 600 million people in sub-Saharan Africa living without electricity. When the sun goes down at night, families are reliant on dangerous and expensive forms of lighting, such as candles and kerosene lamps.

Together with their social enterprise, SunnyMoney, SolarAid are pioneering innovative enterprise programmes that tackle poverty and climate change by providing access to clean, safe solar light to homes, clinics and schools. To date, they have distributed over 2.3 million lights, directly impacting over 11 million people. Families across the continent can now rely on safe, renewable solar lights as the sun sets, but there is still a long way to go to achieve universal access to energy, and we are stepping up our efforts to ensure communities otherwise left behind will have access to solar energy, creating instant sustainable change for people and the planet.

SolarAid is now looking for a **Website and Digital Fundraising Manager**.

This role sits in the Fundraising team and reports to the Head of Supporter Growth. We have a small but very loyal base of individual supporters providing £1 million a year in donations, from sums of a few pounds to major gifts and, increasingly, legacies. Attracting donations from individuals that we wish to grow. This role will be important to help enable that.

Our total fundraised income is around £2.5 million, including corporates, and grants from foundations who also will check out our website.

Equal opportunity

SolarAid is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.

About the role

Now is an exciting time to join SolarAid. We are looking for an individual with a positive mindset and technical expertise in website management and digital fundraising to lead on

the back-end functionality of our website and spearhead our digital campaigns. In this role you will be leveraging cutting-edge tools and platforms to enhance donor engagement, supporter acquisition and supporter journeys, also supporting offline channels, creating a great supporter experience for anyone who finds SolarAid online. This role will ensure as potential supporters seek us out and/or visit our website as a result of seeing offline propositions, the messaging is consistent, and if they choose to donate, they have an excellent experience.

Our approach to fundraising is to attract an audience who share our values and give them such a great experience when they donate, they are likely to give again, give for longer and recommend SolarAid to their own networks. For example, we offer donors a solar light so they can see for themselves how amazing these life changing products are.

Having determined our audience, we've invested in growing our supporter base with two successful approaches emerging 1) responses to audience-led offline propositions and 2) building our e-newsletter subscribers.

In addition, we are seeking to share the innovative models we are implementing in Africa to the world, and our website will play an important role in sharing our learning.

One of the first tasks of this role will be to review our current website and potentially lead the transition to develop a new one that meets our new and ongoing needs.

Your values: You will be expected to uphold the values and ethos of SolarAid in the way we engage with audiences and inspire support at all times. We are a small team, so a 'can do' attitude and willingness to get your hands dirty, problem-solving and sometimes working to short deadlines is important to us.

Role purpose: Management of the website and digital campaigns that support our fundraising activities both online and offline.

Specific tasks

Projects within the first 12 months would include:

- Review our existing website and lead on a project to transition to a new platform, including seeking a provider and implementation
- Review and improve the online giving experience
- Potentially recruit a digital content role to provide relevant content to engage our audiences

Website and back-end

- Main responsibility for the technical back-end functionality of the SolarAid website, working closely together with the Digital Communications Manager who leads on content and front-end.
- Managing the relationship with SolarAid's web-agency, scoping, and leading development projects.

- Mainly responsible for website security and integrity, certificates, updates and plugins.
- Analytics and reporting
- SEO optimisation
- Donation functionality and platform integrations to continuously improve the supporter experience
- Website policies such as GDPR

Digital fundraising support

- Work closely with colleagues to understand and ensure the best possible supporter experience and journey
- Email Marketing
 - Mailchimp email copy, setup and send
 - Email analytics and reporting
 - Supporter journeys for new and existing
- Google Grant setup and reporting
- Social media advertising
- Shopify for the online shop

Personal specification

Skills and competencies

- Strong copywriter email content
- Strong understanding of fundraising and the role of digital in supporting on and offline activity
- Team player who enjoys working collaboratively with colleagues
- Excellent interpersonal skills, with listening abilities
- Good communications abilities - able to convey technical information in non-technical terms
- Creative and strategic thinker with the ability to manage multiple projects simultaneously

Experience – essential

- Proven Website management experience, excellent knowledge of working in CMS systems and leading on more complex back-end and development projects.
- Proficient in effectively using data analysis tools (Google Analytics, Tag Manager) and user experience optimisation tools (HotJar), to inform future website project to optimise traffic and experience
- Email marketing experience, proficient in using MailChimp, writing copy and setting up more complex email journeys
- Digital Fundraising experience, with a track record setting up digital advertising, a
- Experience producing budgets, reporting variances against the plan and re-forecasting
- Experience in using mass-email software, ideally Mailchimp

Experience – desirable

- Experience in CRM management database, ideally Salesforce, and workflow automation tools like Zapier/Make
- Experience of configuring and using Shopify
- Experience using platforms like Canva
- Experience of utilising integration tools and APIs
- Experience of creating great online user and customer experiences
- Experience of integrating online campaigns with offline activities to achieve a seamless supporter experience
- Experience of creating email copy

What we offer

- A tight-knit, friendly and close-working team
- Employer pension contributions, with employee contribution
- A culture where you are encouraged to participate and develop
- An annual organisational training budget
- Flexible working hours (core hours are 10-4)
- Remote working with regular visits to London
- London office to meet and engage colleagues face to face
- 27 days' annual leave
- A working environment where new ideas and testing new things are strongly encouraged

Application details

Applicants are invited to email their CV and a covering letter, which explains how you meet the criteria in the person specification and why you are a good fit for SolarAid to:

recruitment@solar-aid.org

Please entitle your email as follows:

Website and Digital Fundraising Manager + [Name Surname]

Submission deadline: 12 noon 8th July 2024