



Job Description

Job title	Digital Campaigns Officer
Reporting to	Head of Fundraising
Staff responsibility	None
Location	Swindon with some flexibility to work from home

What we do

Around the world, we're translating, producing and distributing the Bible, helping people learn to read it and relate it to their everyday life, and equipping pastors, teachers and other Bible communicators to promote its message. In England and Wales, we're resourcing churches and individual believers to increase their confidence in the Bible and working to change the perception of the Bible in wider culture. We believe the Bible is God's gift to the world, and we want everyone to discover its message for them.

Summary of role

Lead and support fundraising activity that drives income and engagement from the supporter audience.

You will use fundraising and marketing tactics to inspire supporter engagement, financial giving and lasting commitment to Bible Society.

You will join a supportive and passionate Fundraising team, where everyone works together to make a life-changing difference. This is a creative and varied role with many opportunities to learn new skills and develop professionally.

Main responsibilities

- Run and deliver a peer-to-peer fundraising programme including a range of event-based sponsorship opportunities to attract new supporters
- Manage social media and online fundraising advertising, including creating ads, selecting audiences to maximise responses and reporting on live campaigns
- Co-ordinate digital and PPC campaigns to acquire new supporters for Bible Society in line with annual targets
- Seek to develop new ideas for campaigns and programmes that support income growth and enhance supporter experience
- Develop and manage all aspects of a digital supporter journey to retain and grow the commitment of this audience

- Identify fundraising opportunities within the wider organisational activity, being proactive and collaborative
- Analyse and report on the success of campaigns and programmes, including providing data-led evidence for recommendations and learning

General

- Adhere to our policies and standards in all areas of your work
- Carry out ad hoc duties that may be required to ensure we maintain our effectiveness
- Participate fully in the corporate life of Bible Society, by attending All Staff Meetings and departmental meetings as required

Who we need

Qualifications

- Marketing or fundraising diploma, or equivalent experience
- Additional training will be provided to enable your professional development

Knowledge

- Awareness of PPC practices
- Familiarity with the church context in England and Wales, and an awareness of the needs of those they serve
- An understanding of what drives and motivates potential and existing supporters
- A proven understanding of fundraising tactics that inspire action

Experience

- Knowledge and experience of a fundraising or marketing-related business or charity environment
- Some experience of using tools such as Facebook Ads Manager and Google AdWords (desirable)
- Proven experience of running challenge-based fundraising events (desirable)

Skills

- Ability to manage multiple projects, ensuring the relevant people are involved at each stage and that deadlines are met
- Excellent written and verbal communication skills
- Competent with Microsoft Office (Outlook, Word, Excel)
- Numerically proficient

Personal attributes

- Goal-oriented with an ability to see how specific programmes link into the bigger picture
- Self-motivated and able to generate considerable output
- Team player comfortable working with others to overcome obstacles and achieve results
- Creative, with an ability to generate or commission engaging content
- Eager for Bible Society to make an impact

Culture and character

Culture

We're committed to building on our unique culture, which is based on our Christian faith and seeks to bring out the best in our people.

We want to build a culture that demonstrates our values:

Prayerful – we're honest, attentive and humble, because we work in the sight of God.

Imaginative – we're experimental, creative and dynamic, because we're made in the Creator's image.

Bold – we're willing to work hard and face hard questions, because we trust each other.

Skilful – we study, learn and practise, making the effort to serve others with our best.

Joyful – we enjoy our work and seek to build others up, because we're designed to flourish together.

Character

As well as recruiting for talent, experience and expertise, we're interested in the character of our staff. We'd like to know how you demonstrate the following:

Character for leadership – you'll be self-aware and know what it takes to connect well with others, enabling you to inspire, challenge and support them.

Character for teamwork – you'll have strong interpersonal skills, loyalty to and respect for colleagues, and a collaborative style of solving problems through a shared sense of common mission and purpose.

Character for followership – you'll be committed to our vision and mission, and will constructively and proactively support these so we operate effectively.

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