

## Job Description

<b>Job Title</b>	<b>Digital Fundraising Coordinator</b>
<b>Reporting To</b>	Head of Individual Fundraising
<b>Direct Reports</b>	-
<b>Job Purpose</b>	Coordinate and implement the ActionAid Hellas (AAH) digital fundraising annual plan and approach to maximise the acquisition of new supporters
<b>Key External Contacts</b>	Advertising agency, film directors & photographers, individual supporters, general public
<b>Type of Contract</b>	Open – ended Contract

<b>Key Accountabilities</b>	<b>Key Elements</b>
Coordinate and implement ActionAid Hellas (AAH) digital fundraising annual plan and approach to maximise acquisition of new supporters	<p>Coordinate and implement the ActionAid Hellas (AAH) digital fundraising annual plan and approach to maximise the acquisition of new supporters</p> <ul style="list-style-type: none"> <li>• Monitor and coordinate the fundraising social media strategy                             <ul style="list-style-type: none"> <li>- research for and create/edit/translate the content</li> <li>- monitor performance &amp; competition and create respective reporting</li> <li>- constantly search for best practices,</li> <li>- analyse / provide suggestions for AAH's social media channels &amp; website</li> </ul> </li> <li>• Create, monitor and upload the fundraising content of the website, suggest and test alternatives and new ideas that optimize ActionAid's fundraising needs</li> <li>• Constantly update knowledge on best practices regarding digital and new media, related to fundraising; proactively create proposals for further development</li> <li>• Propose, develop and test new fundraising tools (e.g. chatbot, viber, fb messenger etc)</li> <li>• Monitor the creation and performance of fundraising e-newsletters and provide suggestions for improvement</li> <li>• Monitor the creation of fundraising campaigns, bringing the digital insight, sharing best digital practices and proposing ideas</li> <li>• Develop new advertising materials such as spots, banners, adwords in order to run and optimize each fundraising campaign</li> <li>• Monitor and suggest improvements for any FR online / digital FR plan to maximise income &amp; supporters focusing on:                             <ul style="list-style-type: none"> <li>- Google ads/Display</li> <li>- Social media ads</li> <li>- YouTube Ads</li> <li>- Other web applications</li> </ul> </li> <li>• Monitor progress against key fundraising indicators such as the number of new supporters each year and the conversion rates for each campaign</li> <li>• Act as an AA Ambassador</li> <li>• Assist in the implementation of other fundraising channels, such as Door-to-Door, telephone promotions, direct mail, sms promotions</li> <li>• Proactively provide alternative course of action and contingency planning, if necessary</li> </ul>

<p>Contribute actively as an integrated working member of a team and work effectively in internal and international cross-directorate teams as appropriate</p>	<p>Meet regularly with the Line Manager to review progress, update on plans and critically escalate issues for resolution</p> <p>Review the digital approach, strategy, plans and methods when appropriate</p> <p>Ensure that the implementation of activities is absolutely aligned with ActionAid's accountability principles</p> <p>Contribute in developing a departmental strategic plan and budget</p> <p>Monitor allocated budget activities and expenditure and adapt as necessary through the year, if required</p> <p>Work effectively in cross functional projects to identify and implement milestone actions where necessary</p> <p>Support other organization's priority activities, when necessary</p> <p>Work effectively with other departments / directorates, to manage issues with clarity and to ensure effective information flow and team working</p> <p>Work effectively with relevant international teams to maximise the benefits of international collaboration &amp; shared learning</p>
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**Knowledge, skills & experience**

- Academic degree in Digital Marketing
- Minimum four (4) years of working experience in Digital Marketing
- Specialisation and proven expertise in social media & digital marketing
- Excellent use (both oral & written) of the Greek language
- Copywriting and editing skills
- Experience in developing audiovisual products
- Experience in monitoring KPIs & reporting
- Enthusiasm & updated, deep knowledge of digital tools & trends
- Excellent communication skills
- Excellent organizational/project management skills & attention to detail
- Ability to think both creatively and strategically when generating new ideas
- Team player with ability to work effectively in cross-functional projects
- Ability to work under strict deadlines
- Very good understanding of human rights, global poverty & development issues
- Availability to travel domestic and abroad