



MQ: Transforming Mental Health
6 Honduras Street
EC1Y 0TH

Digital fundraising & supporter experience manager

PURPOSE OF ROLE: To lead on optimising and improving the end-to-end supporter experience, building better relationships with supporters to deepen engagement and increase income generation.

KEY DELIVERABLES

- To develop and implement MQ's journey-based activity, delivering exceptional supporter experiences that drive increased contribution and value from supporters
- To plan, test and deliver digital acquisition campaigns introducing new audiences to MQ's work and offering opportunities to get involved

KEY ACTIVITIES

Supporter journeys

- Oversee development and delivery of MQ's cross-organisational supporter journeys ensuring they recognise different supporter needs and drive income
- Review existing supporter journeys across MQ products and channels, highlighting problem areas and suggesting ways to improve the supporter experience

Email marketing

- Manage MQ's email calendar and ensure supporter engagement is at the heart of communications
- Run A/B testing on copy, design, and other factors

Data, insight & reporting

- Work with the Head of Digital to set income and engagement targets
- Work with the Data Officer to develop more sophisticated audience selection and targeting
- Use data to improve segmentation and personalisation of all supporters communications
- Monitor, analyse & report on results highlighting opportunities, risks or needs for a change in strategy/implementation
- Ensure all digital marketing and fundraising activity follows data protection legislation including GDPR
- Share CRM best practice from within and outside the Charity sector

Digital acquisition

- Work with colleagues to develop digital marketing and fundraising campaigns
- Run campaigns across digital channels including: paid search, display, social media & retargeting
- Oversee management of MQ's Google Grant account, ensuring campaigns are optimised for performance and driving traffic to key MQ products
- Work collaboratively with our partner agencies to deliver acquisition campaigns
- Keep on top of digital trends and innovative ways to increase online income

Optimisation

- Work closely with Head of Digital to ensure our advertising and communications are optimised for user experience and SEO
- Monitor and report on conversion rate optimisation of key activity (eg newsletter sign ups & donation pages)
- Use test & learn approaches to ensure MQ's digital marketing and fundraising is driving the best results

Product development

- Help colleagues to identify and develop new products/propositions, drawing on supporter insight and analysis on where they may be gaps
- Support on new product development, ensuring products are in-line with supporter needs and are factored in to ongoing marketing plans

PERSON SPECIFICATION

- Excellent copy-writing and proofreading skills
- Experience with Campaign Monitor (or similar email marketing software) and online platforms / software to manage digital activity (eg social advertising tools, CMS etc.)
- Experience of managing successful PPC campaigns, across Google Adwords and social media
- Sound working knowledge of Google Analytics
- The ability to effectively use photo-editing software like Photoshop
- Great attention to detail
- Creatively minded
- Positive and can-do attitude
- Great interpersonal skills
- Data/results driven