

PERSON SPECIFICATION

Job Title	Digital Support Fundraiser
Department	Fundraising
Location	North Devon Hospice, Deer Park, Barnstaple, North Devon EX32 0HU

	Essential	Desirable	Method of assessment
Qualifications	<ul style="list-style-type: none"> Degree level or equivalent 	<ul style="list-style-type: none"> Institute of Fundraising Certificate in Fundraising 	Application form /certificate check
Skills and Knowledge	<ul style="list-style-type: none"> Experience of digital fundraising and/or online sales and customer retention Experience of using digital to drive supporter action online and offline Project management and project lifespan experience. Exceptional written and verbal skills and an ability to relate to people on all levels and from all backgrounds Ability to influence people at a senior level Ability to plan and manage own workload and prioritise under pressure Strong administration, organisational and analytical skills A methodical conscientious approach with commitment, passion and perseverance Understanding of budgets and margins Expertise in Social media from a professional perspective 	<ul style="list-style-type: none"> Ability to lead teams of volunteers Copywriting skills to encourage engagement across email, social media and web journeys – including action and/or donate pages Experience of or transferable skills using content management systems Experience of using Customer Relationship Management databases and working knowledge of Customer Relationship Management Experience of testing, analytics and/or optimisation techniques to improve conversion and click through rates Understanding of risk assessments 	Application form, interview, and references
Experience	<ul style="list-style-type: none"> Email customer relationship management experience with full lifecycle implementation. Experience of using databases, CMS systems and intranets The ability to work as 	<ul style="list-style-type: none"> Experience of a wide variety of digital platforms and understanding of various digital solutions. 	Application form, interview, and references

	<p>part of a team and independently on own initiative when necessary</p> <ul style="list-style-type: none"> • Experience of working within a target led environment • To possess relevant experience within fundraising or sales & marketing environment • Taking part in organising fundraising events or campaigns • Driving licence required and own transport to travel across North Devon 		
<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Approachable, persuasive and friendly networker • Creative, dynamic, flexible, enthusiastic, and committed • Kind • Operates with high integrity • Communicates in a positive and constructive manner • Team player 	<ul style="list-style-type: none"> • Sensitive and empathetic to the values and the ethos of the charity 	<p>Application form, interview, presentation and references</p>