



DIGITAL FUNDRAISING COORDINATOR

- **Location** – Flexible/Hybrid position. Make-A-Wish International Office, Hilversum, Netherlands. Other locations may be considered.
- **Right to work in preferred location required** - No sponsorship offered.
- **Fixed Term Contract** – 1 year as per policy with likely extension based on performance.
- **Salary** - Circa €35,000 - €39,000 per annum, based on full time employment and knowledge and work experience. 5% performance-based bonus.
- **Starting date** - expected by February 2025

WHO ARE WE LOOKING FOR?

As Digital Fundraising Coordinator, you'll be the driving force behind strategic paid media fundraising campaign and experimentation that accelerates revenue growth and supporter base. You will help to develop and execute an effective and sustainable paid-media plan and budget in line with the overall Integrated Fundraising strategy, to grow income from new and existing donors and achieve annual targets.

The ideal candidate will have significant levels of experience in the field of digital fundraising and of using digital to drive supporter action online and offline. This should include experience of designing, planning and delivering successful digital activities, such as designing and optimising the donor journey, SEM/SMO, social media (paid social) and/or digital advertising campaigns (paid search, Google grants) that generate incremental income. In terms of skills, you will need to be creative, entrepreneurial, be able to think strategically, design effective data-based action plans, and possess excellent project management skills. Finally, alongside strong interpersonal and collaboration skills, you will be proactive and results-driven with a 'can do' attitude to work.

POSITION RESPONSIBILITIES

Programme Execution:

- Oversee the execution of digital donor acquisition activities on Meta, Google, and other platforms; and lead-generation campaigns.
- Assist the digital integration team in the planning of flagship fundraising campaigns by supporting its strategy and delivery phases.
- Produce image, video, and text based deliverables for digital campaigns across paid social and email.
- Play a crucial role in the optimisation of ongoing activity, proactively recommending improvements that focus on maximising performance against KPIs as well as actively delivering paid media campaign adjustments.

Campaign Reporting:



- Monitor campaign effectiveness using analytics and produce regular reporting on performance against targets.
- Lead on the delivery of weekly reporting updates for active campaigns, providing crucial insights for data-informed optimisations and tests.
- Contribute to the wider Digital Fundraising Team's monthly and yearly reporting obligations, playing a key role in the dissemination of campaign results upwards and horizontally.

General:

- Drive the Digital Team's efforts to stay abreast of the latest nonprofit and digital fundraising trends, ensuring the organisation remains innovative and consistently produces industry leading work.
- Collaborate with international counterpart to share best practices, insights, and data-driven tactics ensuring Make-A-Wish global digital fundraising efforts are coordinated.
- Aid the Donor Care Manager with email appeals and the management of supporter inbox when needed.
- Maintain an up-to-date knowledge of current legislation and industry standards, and adhere to all relevant regulation including the Fundraising Regulator and Information Commissioner's Office.
- Undertake any other additional tasks as requested by the Director Integrated Fundraising and/or to support the wider international fundraising team.

QUALIFICATIONS/ KNOWLEDGE AND EXPERIENCE

Experience:

- A track record of delivering successful digital fundraising campaigns. This should include planning, delivery, optimisation and reporting.
- A demonstrable experience in handling data and reports, with solid numeracy skills and the ability to interpret and present information effectively.
- A demonstrable experience in developing on-brand digital content that resonates with unfamiliar digital audiences.
- 2-3 years of paid social experience for non-profit, with a proven track record in scaling digital fundraising campaigns.
- Expertise in designing and managing experiments within paid social platforms to acquire donors.
- A revenue-first mindset, always tying campaign performance to financial outcomes.

Key Competencies:

- Competency with data analysis and visualisation tools, preferably Microsoft Excel, PowerBi, or LookerStudio.
- Good command of digital marketing tools such as Meta and Google Ad Managers, Canva, and eCRMs such as Mailchimp, Campaign Monitor, or Engaging Networks.
- Familiar using Salesforce or other fundraising CRM database.



- Excellent organisational skills, especially the ability to manage a complex, varied and substantial workload
- Comfortable with remote/hybrid work and management
- Driven, proactive and a team player with a solutions-based approach
- Strong alignment with Make-A-Wish values and commitment to our vision, mission and equity, diversity and inclusion strategy objectives
- Fluent in English

WORKING RELATIONSHIP

The role sits within Make-A-Wish International Integrated Fundraising team, itself a part of the Fundraising Department along with the Corporate Alliances, Philanthropy, and Gaming/Livestreaming teams.

You will report to the Director Integrated Fundraising and work daily with the Donor Care and Database Manager.

You will also work closely with:

- Wider global digital fundraising team
- Event and Communications team
- Brand and Marketing team
- Third party fundraising and web-developing suppliers

About Make-A-Wish® International

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Make-A-Wish is the world's leading children's wish-granting organization, serving children in more than 50 countries worldwide. Since 1980, Make-A-Wish has granted more than 500,000 wishes to children. For more information about Make-A-Wish International, visit worldwish.org.

HOW TO APPLY

Please email Make-A-Wish International HR (hr@worldwish.org) **no later than 9am CET 20th of January, sharing:**

- Your CV (no more than 2 pages)
- A covering letter stating why you would like to work for Make-A-Wish international and how you meet the role description criteria.
- Please note only applications with these two documents in English will be considered.

NOTE: Make-A-Wish International will be reviewing applications on a rolling basis and reserves the right to close the vacancy if a successful candidate is identified prior to the closing date.



NO RECRUITMENT AGENCIES / CONSULTANTS - thank you.

APPLICATION PROCESS

The interview process will include two rounds of interviews with competency-based questions. The first round will include a task related to digital fundraising.

Make-A-Wish International is an equal opportunity Employer. There shall be no discrimination on the basis of age, disability, sex, race, religion or belief, gender reassignment, marriage/civil partnership, pregnancy/maternity, or sexual orientation.

We are an inclusive organization and actively promote equality of opportunity for all with the right mix of talent, skills and potential. We welcome all applications from a wide range of candidates. Selection for roles will be based on individual merit alone.

We provide reasonable adjustments to qualified individuals with disabilities, in accordance with applicable laws. If you need to inquire about an accommodation, or need assistance with completing the application process, please email hr@worldwish.org