



Senior Director of Integrated Digital Fundraising

Are you an accomplished fundraising leader with experience of delivering successful digital mass market fundraising acquisition campaigns and strategies?

Do you have strategic, budgetary and project management experience in digital fundraising?

Can you make an incredible difference to our ability to grant wishes to critically ill children by leading our integrated fundraising strategy and generate sustainable income and help us grant a wish to every eligible child?

Make-A-Wish International is looking to significantly increase our digital engagement with new and existing supporters to achieve our mission. We are seeking a digital fundraising specialist to lead the organization's acquisition and integrated fundraising, and community outreach operations. The role is responsible for developing and delivering a strategy for generating long-term sustainable growth, maximizing income, and developing a supporter-centric fundraising model.

You will need to have experience of developing and delivering mass market supporter acquisition campaigns and be motivated by today's fundraising challenges to deliver innovative, collaborative, and creative fundraising plans and strategies which deliver results.

You will deliver effective acquisition campaigns across bought marketing channels, to build consideration, prompt action and drive income through the acquisition of regular giving donors. Your role will help to deliver donor fundraising targets by leading acquisition activity and on our paid digital channels, informed through data, insights, and continued testing.

As the Director of Integrated Digital Fundraising, you will provide strategic direction and leadership to enable Make-A-Wish International to meet (and wherever possible exceed) its fundraising targets. Growing income from the existing and new donors based on appropriate management and retention of existing donors through a multilingual and multi-channel program – the main aim being to acquire new donors and prospects, keep donors loyal, offer new engagement opportunities and increase their value.

You will have experience of working at the international level, with individual giving teams in multiple territories and collaborating with communications and marketing professionals. You will also have experience of working with teams to deliver compelling content, stories, and products to build commitment and loyalty.

EXPERIENCE AND KNOWLEDGE

- Have extensive experience in the fundraising sector, with a particular focus on individual giving and other mass fundraising income streams (ideally within an international NGO). Proven success in delivering these programmes with demonstrated financial results.
- Be highly experienced in developing digital fundraising strategies and plans, as well as developing and delivering multi-channel and multi-product supporter acquisition and engagement campaigns.
- Have strong financial acumen and experience with complex multi-year budget setting and forecasting.
- Experience of working in an advisory role with a diverse range of seniority levels and markets
- Solid knowledge and experience in email marketing and marketing automation at international level.
- Capacity to build and maintain excellent relations and to work effectively in a multicultural and multi-ethnic environment respecting diversity.
- Understanding of legal data governance issues and obligations around Data Protection/ Privacy legislation.
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ESSENTIAL FUNCTIONS AND DUTIES

- As the Director of Integrated Digital Fundraising, you will provide strategic direction and leadership to enable Make-A-Wish International to meet (and wherever possible exceed) its fundraising targets.
- Develop and implement a comprehensive multi-channel digital fundraising strategy to sustain and grow revenue, recognition, and community engagement.
- Lead on driving acquisition and retention of individual supporters, ensuring that plans, new products, and propositions are evidence based and achieve long-term benefit to Make-A-Wish.
- Collaborate with team members and work groups across the organization.
- Develop and manage the annual fundraising target and budget and work plan; monitor and report progress and performance.
- Oversee the planning, implementation, and performance of direct response and brand marketing campaigns.
- Oversee the design for and implementation of internal and external community engagement initiatives.
- Ensure the strong management of donor database and prompt, accurate acknowledgment, and recognition of contributions.
- Oversee public outreach activities, including advertising and media campaigns, engagement and event strategies, and other digital activities.
- Ensure donor management systems are optimized and underlying donor cultivation strategies are supported through effective technology and best practices.
- Engage the CEO, board members, and staff in activities as appropriate.
- Participate in strategic planning and implementation activities.

LEADERSHIP AND MANAGEMENT

- Model a leadership style that is open, supportive, accountable, and encouraging to staff, engaging with team members as respected colleagues.

- Directly manage, mentor, and optimize the performance of the Digital Fundraising team including the digital fundraising manager, donor supporter manager and data insight lead, as well as managing relationships with third parties and agencies.
- Recruit for open team positions, crafting a collaborative dynamic and complementary skills, styles, and expertise.

QUALIFICATIONS

- 8+ years of leadership experience in nonprofit fundraising and/or marketing and communications, in progressively more responsible roles.
- Proven success designing and implementing long-range strategy and annual tactics to achieve or exceed revenue and recognition goals.
- Strong strategic thinking and leadership skills; ability to develop and monitor work plans and budgets.
- Experience simultaneously managing multiple projects with multiple stakeholders.
- Experience overseeing digital and print acquisition, fundraising, and awareness efforts.
- Demonstrated ability to acquire, cultivate, solicit, steward, and elevate donors.
- Expertise developing and/or deploying data to inform strategy and tactics.
- Superior communications skills, written and verbal.
- Demonstrated commitment to working among and serving alongside a diverse community.
- Pre-employment background check screening required.

What we offer:

- Competitive salary with incentive potential
- Becoming part of an organization with a strong mission and a purpose, possibility of further career opportunities
- Collaborative colleagues based in different countries all over the world that live by our values
- An informal, fun, and inclusive culture with a social atmosphere
- Trust-based working culture with a lot of flexibility and the possibility to work remotely or to come to the office in Hilversum, the Netherlands (in case you reside in the NL)
- Attention for your wellbeing, all-staff meetings and other (virtual) events that help you to feel engaged and connected
- A 40-hour working week
- Holiday pay
- 25 days of paid leave annually (plus public holidays)
- Pension contribution
- Reimbursement of travel expenses
- At Make-A-Wish® International, we believe that diversity and inclusion are essential to creating a strong and thriving workplace. We welcome and value people from all backgrounds and perspectives, and we strive to foster a culture that celebrates diversity and promotes equality.

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 apply to HR@worldwish.org by sending:

- your CV (no more than 2 pages)
- a covering letter stating relevant achievements, why you are passionate about working for Make-A-Wish® International, how you meet the requirements for the role and what you will bring to it (no longer than 600 words).

Our selection process and timeline:

Selections and interviews on a rolling basis!

Do you have any questions? Please feel free to reach out to Fiona Kearney, Vice-President Fundraising, fkearney@worldwish.org

NOTE: No recruitment agencies/consultants please - thank you