



## Marketing Manager (Digital Fundraising Focus)

### Job Description

Salary:	Circa £36,565 - £41,200 per annum (FTE) depending upon experience
Hours:	4 days (.8FTE) or 5 days (1FTE) per week (we are open to flexible arrangements if a part-time role is preferred)
Contract:	Permanent
Department:	Fundraising and Communications
Annual Leave:	25 days per year plus bank holidays (FTE)
Responsible for:	Fundraising and Communications Officer
Location:	Hybrid (London Borough of Brent and homeworking)

### About Sufra

Based on St. Raphael's Estate, the London Borough of Brent's most disadvantaged neighbourhood, our services aim to prevent hunger, fight poverty and build community – by working with families living in poverty, asylum seekers and refugees, and people experiencing homelessness and social isolation.

With the help of our volunteers and partners, we coordinate a network of food banks, kitchens, a community shop and café. These act as a gateway for guests to access more holistic support – including welfare advice, asylum support and our award-winning community garden.

We aim to work with our guests to find solutions to their challenges together, whilst campaigning against the causes of hunger and poverty.

### About the Role

We are looking for a passionate, creative, hands-on and results-driven Marketing Manager to lead on our individual donor engagement, acquisition, and retention to meet our charity's fundraising targets.

This is an exciting opportunity for an experienced Marketing Manager who identifies with Sufra's mission to fight poverty and build community. We welcome

candidates from outside the nonprofit sector, provided you can demonstrate the relevant skills and experience required for the role. A key focus of the role is the development of our digital marketing and donor management systems whilst providing strategic oversight of the charity's external communications.

We are looking for a highly effective individual with demonstrable and relevant fundraising experience, as well as excellent planning, organisational and people skills. The Marketing Manager will ensure we take a strategic approach to individual giving that ensures the charity's income will support our growth and development in the years ahead, in line with our 2030 Strategy.

This is a hands-on and rewarding role working in a dynamic charity. We are a small, passionate team at the heart of the local community, driving fast paced programs to meet local needs, so you'll see exactly how the funds we raise make an impact.

We offer a wide range of employee benefits including:

- Excellent annual leave entitlement and long service benefits
- Away days and regular team events
- Individual training budget for professional development
- Enhanced sick pay
- Employee Assistance Programme
- Death in Service benefit
- Flexible working

## How to Apply

To apply for this role, please submit the following documents by email to [admin@sufra-nwlondon.org.uk](mailto:admin@sufra-nwlondon.org.uk).

1. An up-to-date CV
2. A short Covering Letter (no more than 2 sides) detailing your suitability for the role and why you'd like to work with us.
3. [Equal Opportunities Form](#)

**The deadline for applications is 9am May 12<sup>th</sup>.**

Potential dates for interview: Monday 19<sup>th</sup> of May. Please note we may hold some short screening calls if it is a highly competitive process. We appreciate the effort that is put into applications and so we endeavor to let everyone know the outcome of their application, even if you are not being invited to interview however due to the number of applications received, this may not always be feasible.

# Duties & Responsibilities

## Digital Marketing (approx. 70% of the role)

### **Strategy & Execution:**

Develop and implement a comprehensive 'test and learn' digital marketing strategy that targets individual donors. The strategy will include testing, reviewing and refining numerous approaches such as social media campaigns, email marketing, online advertising, crowdfunding and digital events to attract and retain online donors.

### **Understanding Our Supporter Base:**

Manage and utilize our Customer Relationship Management (CRM) system (Beacon) to track, segment, and profile our supporters. Ensure digital engagement strategies are personalized and data-driven.

### **Donor Stewardship & Engagement:**

Develop and implement communication strategies that build and sustain positive relationships with existing and potential new donors. Focus on improving stewardships through tailored and automated thanks yous, impact reporting, email campaigns, social media interactions, and digital content that reflect the charity's mission and values. Develop improved thanking and digital journeys for different audiences.

### **Digital Campaign Delivery and Management:**

Lead on the delivery and execution of all digital marketing campaigns aimed at attracting, retaining, and upgrading individual donors. This includes direct mail/e-mail campaigns, digital appeals, social media outreach, and one-off online fundraising campaigns. Utilise automation and integrations to ensure efficiency in campaign delivery (using existing tools like Mailchimp).

### **Data Management & Compliance:**

Take the lead on managing supporter data within our CRM system (Beacon), ensuring all data is collected, stored, and processed in line with data protection and consent regulations (e.g., GDPR). Oversee the smooth

processing of donations, ensuring that donation systems are user-friendly and secure. Ensure organisational policies (eg our Privacy Policy) linked to digital marketing are up to date and reflect current data protection regulations, particularly in relation to the handling of donor data, consent processes, and online transactions.

### **Attracting New Supporters & Donors**

Maximize digital marketing tools and platforms such as Meta Business Suite (Facebook/Instagram Ads) and Google Ads to attract new supporters and grow the existing donor base.

### **Analytics & Reporting:**

Track, analyse, and report on digital campaign performance, assessing key performance indicators (KPIs).

### **Budget Management:**

Oversee the digital marketing budget, ensuring efficient allocation of resources. Work closely with senior leadership to maximize return on investment (ROI) for digital fundraising efforts.

### **Team Leadership & Collaboration:**

Provide line management support to our Fundraising and Communications Officer. Work cross-functionally with a small team of finance, fundraising, communications, and senior leadership team members.

### **Wider Marketing & Other Responsibilities (approx. 30% of time)**

#### **Support Broader Marketing Campaigns:**

Collaborate with teams leading on corporate partnerships, wider direct marketing campaigns (e.g. telephone and mail), and delivery of advocacy/fundraising events.

#### **Public Relations & Media Relationships:**

Help establish relationships with online media outlets to amplify the charity's digital presence and extend the reach of fundraising campaigns and brand awareness.

#### **Event Promotion & Community Engagement:**

Help plan, promote, and execute digital and in-person events (e.g., virtual

fundraising events, advocacy/engagement events, webinars, and livestreams) to engage with current and potential donors. Represent the charity at external meetings and events as needed, ensuring the online community is engaged and informed.

**Collaboration Across Teams:**

Work closely with the fundraising, communications, and operations teams to align digital marketing initiatives with overall organizational goals. Take on other reasonable duties to support the charity's growth and success.

## Person Specification

Competency	Specification	Essential	Desirable
<b>Campaign Strategy</b>	Planning and executing purpose-driven digital & offline fundraising campaigns (email, social, web, SMS, direct mail, telephone)	X	
	Fundraising and donation-focused marketing including creating donor journeys for acquisition, retention & upgrade	X	
	Multi-channel campaign integration (email, social, web, SMS, direct mail, telephone and fundraising platforms such as Enthuse/Just Giving)	X	
<b>Marketing (Digital and Direct)</b>	Email marketing and donor journeys (ideally in Mailchimp)	X	
	Social media management (organic and paid, e.g., Meta Business Suite) on Meta, TikTok and LinkedIn	X	
	Website content strategy and SEO (Wordpress preferably)	X	

	Paid search and display advertising (Google Ads Grants experience a plus)	X	
	Ethical storytelling through digital content (video, blogs, social posts)	X	
	Image & video editing skills (Canva, Adobe etc.)		X
	Planning and delivering community fundraising and donor events	X	
	Managing direct mail and telephone campaigns		X
<b>Communications and Content</b>	Crafting emotionally resonant messaging aligned with the mission for web, email, social, direct mail and fundraising copy	X	
	Collaborating with fundraising and service delivery teams to align messaging and generate case studies	X	
	Managing content calendars, impact reporting and thanking processes	X	
<b>Data &amp; Insight</b>	CRM integration and supporter lifecycle management (ideally Beacon)	X	
	Conversion tracking, KPI monitoring and impact reporting	X	
	Budget tracking and ROI analysis for digital campaigns	X	
	Data management and compliance with GDPR/Fundraising Code of Practice and consent regulations	X	
	Google Analytics / GA4 and data reporting	X	
	Segmentation and personalization for supporter communications	X	

<b>Attitude &amp; Agility</b>	Willing to work occasional weekends/ evenings	X	
	Navigating tight budgets and resource limitations creatively	X	
	Being comfortable with hands-on campaign creation / implementation responsibilities in a small, fast-paced team while balancing strategy	X	
	Adapting to evolving digital platforms and trends	X	
	Dedicated to taking a supportive approach to managing direct reports (1)	X	
	Commitment to the Values of Sufra	X	

### Your Data

Sufra will use the information you submit to us to consider your application for a job. You have rights to your data, its accuracy and control over our use. For full information about how we will ensure that all applicant data is appropriately and securely stored, handled and disposed of, see our privacy policy [here](#). By submitting an application, you are acknowledging you have read and understood our Privacy Policy, although you can withdraw your application at any time.

### Eligibility to Work in the UK

Please note that Sufra is unable to obtain a work permit on your behalf and is not able to sponsor visas.

### DBS Checks

Please note that if you do not consent to the use of an external validation service for a DBS check, then we may be unable to take your application further. Confirmation of employment will only be given on receipt of satisfactory evidence and checks being issued and references have been received.

### References

Once an offer of employment has been made, you will be asked to provide the names and contact details of two referees. If possible, the first referee should be your present employer and the second referee a previous employer.

*We are an equal opportunities employer and committed to safeguarding and promoting the welfare of vulnerable people. The post is subject to pre-employment and DBS checks.*

[End]