

## JOB DESCRIPTION

<b>Position Title</b>	Digital Fundraising Specialist/Manager
<b>Department</b>	Resource Development
<b>Reporting To</b>	Senior Manager, Accessible Giving & Global Operations
<b>Type of Position</b>	Full Time, Regular

### POSITION DESCRIPTION

As a Digital Fundraising Specialist/Manager, you will be instrumental in managing and enhancing the digital assets of our Resource Development department. Your role will focus on optimizing our online presence across multiple platforms to maximize fundraising opportunities and enhance donor engagement. You will collaborate closely with the Marketing Communications (MarCom), Resource Development Communication, and Content and Publication teams to ensure cohesive and effective digital strategies that align with our organization's goals.

### DUTIES AND RESPONSIBILITIES

#### **Digital Asset Management:**

- Oversee and manage the Facebook and Instagram pages for HU Mohsineen.
- Maintain and update the giving websites for Pakistan, USA, UK, and Canada to ensure the content is current, compelling, and donor-friendly.
- Create and manage communications and campaigns on digital platforms ensuring high engagement and response rates.
- Disseminate communications content to donors and prospects via various virtual platforms such as Constant Contact.

#### **Content Development and SEO Optimization:**

- Curate high-quality digital content (audio/visual and static posts) for various giving platforms with the help of the MarCom team.
- Collaborate with a creative agency to craft and implement effective social media campaigns.
- Manage and update content for websites and work closely with SEO agencies to optimize websites in Pakistan, USA, and UK, enhancing visibility and donor traffic.

#### **Donor Engagement and Event Support:**

- Record video testimonials at key events, such as the fundraisers and Campus engagements, to capture impactful donor experiences and stories.
- Provide digital, logistical and administrative support during physical donor events of the university.

#### **Administrative and Supportive Tasks:**

- Assist in administrative duties related to donor engagement during significant events to ensure smooth operations and a positive donor experience.

### REQUIRED JOB SPECIFICATIONS

<b>Required Qualification</b>	✓ Bachelor's degree in Marketing, Communications, Business Administration, or a related field.
-------------------------------	--

<b>Revision Date</b>	April 2024	<b>Version</b>	
----------------------	------------	----------------	--

<b>Required Experience</b>	<ul style="list-style-type: none"> <li>✓ Proven experience in digital marketing or fundraising, preferably in a non-profit environment.</li> <li>✓ Strong understanding of social media management and content creation.</li> <li>✓ Excellent communication and interpersonal skills, with the ability to engage effectively with various stakeholders.</li> <li>✓ Ability to work collaboratively in a dynamic team environment and manage multiple projects simultaneously.</li> <li>✓ Proficient in digital analytics and familiar with tools such as Google Analytics, Constant Contact, and CRM software</li> </ul>
<b>Required Experience</b>	

<b>REQUIRED JOB COMPETENCIES (Technical and Soft Skills)</b>		
<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
<b>1.</b>	MS Office	High
<b>2.</b>	Communication skills	High
<b>3.</b>	Relationship building	High

\_\_\_\_\_  
 Verified By (For HR Only)

\_\_\_\_\_  
 Line Manager (If Any)

\_\_\_\_\_  
 Head of the Department

Revision Date	April 2024	Version	
---------------	------------	---------	--