



**Brain Tumour
Research**

Together we will find a cure

Job Description:

Facebook Challenge Coordinator – June 2021

Job purpose

The Facebook Challenge Coordinator will be responsible for driving income through our Facebook Challenge events, utilising cutting edge Facebook fundraising principles and technology.

They will coordinate other team members in driving numerous campaigns and activities throughout the year, ensuring our supporters on Facebook and other social channels where required, receive a great experience and ambitious income targets are met.

They will be highly organised, with a strong background in social media, ideally with fundraising and supervisory or line management experience. Excellent written skills and an eye for detail is also important. Crucially, they should also have a high level of empathy for the cause.

They will have a positive attitude and a desire to make a difference, coordinating campaigns from inception to evaluation and continuously identify ways to test, learn and improve.

They will be an excellent communicator with the ability to work sensitively and diplomatically with others, both internally and externally.

Key stakeholders will include patients and their family and friends and other community stakeholders, corporate and major donor prospects, researchers and clinicians, MPs, and Parliamentarians, as well as other influencers.

They will work closely with the Digital Marketing Manager and the Marketing and Communications teams, as well as the wider teams across the organisation.

Working hours

This is a full-time permanent position, hybrid working, with our Head Office in Milton Keynes. Remote working will be in line with government guidelines. Normal office hours are 9am – 5pm but there will be times when additional hours are required with this role to complete specific projects and achieve objectives, launch marketing campaigns, attend external meetings, join conferences, etc.

Role reports into: Digital Marketing Manager

Direct reports: None

Salary: C. £24,000

Main duties include but not limited to:

- Manage and drive the performance of Facebook fundraiser challenge events, ensuring all campaigns are delivered effectively and income targets are met.
- Give advice and make recommendations on wider digital marketing fundraising activities and support, with the help of your team, as necessary.
- Coordinate and motivate a high performing, innovative team in driving a fantastic supporter experience while meeting financial objectives
- Monitor, evaluate and report performance and insights to ensure learnings are applied and performance improves over time
- Increase performance of other Facebook fundraisers, most notably, Birthday Fundraisers, through test and learn activities.
- Continually identify ways to innovate digital fundraising and in particular Facebook fundraising.
- Take ownership of the entire digital journey for Facebook fundraisers, including maximising our 3rd party Facebook fundraiser system and liaising with our CRM and fulfilment teams where required.
- Ensure supporter queries, through Facebook and email, relating to the campaign are managed appropriately, following a set of processes.
- Build relationships with key stakeholders around the charity and gain knowledge of how the charity operates with a view to identifying opportunities to hand over to the Community Fundraising, PR, and other teams, that drive action and support wider charities objectives.