



**Brain Tumour  
Research**

Together we will find a cure

## **Digital Marketing – Virtual Events Coordinator (Full time) – August 2021**

### **Job purpose**

This is a fantastic opportunity for an individual who wants to make a difference in one of the most innovative and exciting areas of digital marketing. As Digital Engagement Coordinator, you will drive income through cutting edge digital and Facebook fundraising principles and technology.

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

With a positive attitude and a desire to make a difference, you will see campaigns through from inception to evaluation and continuously identify ways to test, learn and improve.

We're looking for someone who is highly organised, with a strong background in social media, ideally with fundraising and 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.

Brain Tumour Research is an exciting, innovative, and ambitious charity. We are passionate about finding a cure for brain tumours through the establishment of dedicated Brain Tumour Research Centres of Excellence around the UK.

**Location: Hybrid working (Office in Milton Keynes and remote working)**

**Salary: Circa £24k**

**Full Time: 35 hours per week. Potential for some evening and weekend hours.**

Reporting to the Digital Marketing Manager, you will:

- 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.
- Lead 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