

## Job Description – Digital Growth Strategist

### About the AAW Group

Formed in 2016, the AAW Group is a full-service global strategy, fundraising and executive search consultancy, working with not for profits in the UK and around the world.

We problem solve, bringing transformational results that are sustainable and meaningful. We deliver ideas, people, plans and creative implementation in support of organisation's strategic objectives.

AAW work with a wide range of clients on fundraising strategy development and implementation as well as organisational design-based projects which often include the selection and appointment of talent.

We have conducted over 100 projects in over 40 countries since our foundation in 2016 clients in the UK include Macmillan Cancer Support, Marie Curie, Versus Arthritis, London's Air Ambulance, the Royal British Legion, NSPCC, the Brooke and the the RSPCA. Globally, we have a strategic partnership with the Red Cross/Red Crescent Movement and work with them globally across 195 markets. We have also recently completed major feasibility studies and projects for amongst others WWF (Asia Pacific), UNICEF, The Malala Fund, Save the Children, Make-A-Wish International and the International Rescue Committee.

### About this Role

We were founded by leading non-profit leaders [Tobin Aldrich](#), [Imogen Ward](#) and [Mark Astarita](#) who collectively have decades of experience in board level fundraising and communications roles for some of the largest charities in the UK. Mark, Imogen and Tobin are complemented by a talented team of technical experts based all over the world who bring a diverse skill set from the public, private and non-profit sectors.

Most recently we have been joined by one of the sector's leading experts on digital fundraising, [Deniz Hassan](#). Prior to joining AAW as its Digital Director, Deniz was Global Digital Lead at the World Food Programme. Deniz joins AAW at an exciting time in AAW's journey as we look to deepen and grow our global digital consultancy and implementation offer. This comes at a time when our fundraising implementation offer around direct marketing solutions is also growing and deepening with footprints both in the UK and Ireland.

With our digital offer now at the very heart of our agency and our company growing on all fronts, we need to expand our team and require a talented and ambitious digital practitioner to work with Deniz across all aspects of AAW with a particular focus on our strategic consultancy service and our fundraising/response marketing implementation offer.

## **Location**

AAW's office is at Holborn Studios, 49-50 Eagle Wharf Road, London, N1 1ED. We operate a flexible approach to where our staff members are based but we will require some presence in the office (normally a day a week or as required by clients)

## **Hours**

Full time - 35 hours a week

## **Salary**

£35-40,000 PA. + 3% Pension

## **Holiday**

25 days per year plus bank holidays.

## **Job Purpose**

To support the Digital Director on a broad range of projects including strategic consulting (digital audits and digital strategies) and campaign planning and implementation.

This role will be responsible for deploying and optimizing campaigns across multiple regions and audiences with the key goal of ensuring that clients achieve excellent and long term returns against investments.

## **Reporting Lines**

This role reports to and is managed by the Digital Director

## **Responsibilities and Duties**

## Strategic Consulting

- Support the Director of Digital on key consultancy projects – notably digital audits and the creation of digital strategies often as part of overall Fundraising and/or organisational strategies

## Campaign Planning

Working alongside our fundraising implementation team you will:

- Research client markets and audiences, understand where the areas which show potential for large scale fundraising/response marketing and understand the creative drivers that will secure best returns against investments
- Propose and execute fundraising campaigns/response marketing which improve long term value by securing repeat single cash and/or convert to regular giving
- Propose and execute engagement campaigns which deliver high quality experiences for donors
- Propose and execute fundraising/response marketing campaigns which convert cash donors to regular donors.
- Continually optimise campaigns based on KPIs throughout
- Create a digital test matrix
- Work with the creative team where necessary

## Campaign Implementation

Working alongside our fundraising implementation team you will:

- Create and deploy campaigns using Facebook Ad Manager which consider the correct use of audience and creative
- Brief clients on content required
- Create and deploy campaigns and automated journeys through clients' email marketing platforms including building cross channel journeys
- Use CRMs/data warehouses to filter correct data for email campaigns
- Create and deploy lead generation campaigns with an eventual financial conversion objective
- Copywriting emails, landing pages, adverts and video script
- Create basic video ads for use across Facebook and YouTube
- Create high quality images to use on Facebook, email and landing pages
- Create and deploy Google AdWords and on other platforms which allow us to scale fundraising where required. This includes learning new products in depth.

- Measure and optimise throughout the campaign lifecycle to ensure maximum value Reporting
- Create campaign dashboards which demonstrate real time performance vs budget and determine actionable insights that help improve performance

## Qualifications and Skills

- Understand and be aware of the main KPIs which drive response marketing and digital campaigns
- Good working knowledge of Ad Creative Suite – including Photoshop, Premiere
- Knowledge of website CMS
- Good knowledge of Facebook Ad Manager
- Good knowledge of Google Analytics
- Strong understanding on digital marketing metrics
- Broad knowledge of fundraising and digital campaigns across multiple sectors
- General skills
- Strong project management experience

## Personal Qualities

- Strong problem solving mindset
- Results based mindset
- Continuous improvement mindset
- Energy, enthusiasm and drive
- A strong, flexible and positive work ethic
- Eager to learn and be part of a young, growing organization
- A willingness and desire to be flexible, adapt and change as the business requires

The AAW Group is strongly committed to diversity, equality and inclusion and we want to reflect this in our workforce. We particularly encourage applications from those who come from Black, Asian, ethnic minority and/or other under-represented groups.

## How to apply

Please send your CV and Covering Letter to [talent@aawpartnership.com](mailto:talent@aawpartnership.com)

## Deadline for Applications

Thursday 2<sup>nd</sup> December (9am GMT)

**Interview Dates**

Tuesday 7<sup>th</sup> December. Ideally face to face at our Studios in London, N1