



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Head of Digital
<b>DEPARTMENT:</b>	Engagement
<b>JOB HOLDER:</b>	New Position
<b>REPORTS TO (JOB TITLE):</b>	Director of Engagement
<b>JOB STATUS:</b>	100%FTE, Permanent

### **JOB PURPOSE**

The Head of Digital is responsible for developing and leading the digital strategy to elevate the organisation's online presence, increase engagement, and drive impactful digital campaigns. This role will oversee all digital channels, platforms, and tools, ensuring they are optimised to meet the organisation's fundraising, awareness raising, and recruitment goals.

### **DIMENSIONS**

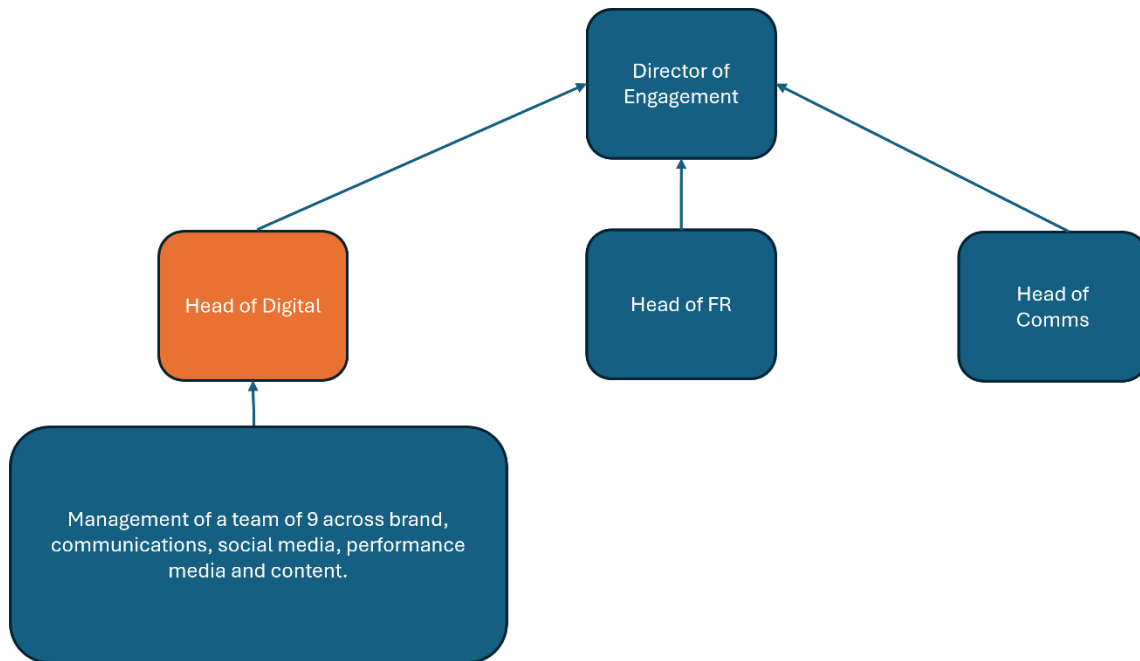
**Asset:** MSF website, digital communication channels, supporter experience platforms (marketing cloud, Salesforce CRM, personalisation tools)

**Financial:** Management of the Digital budget

**Staff:** Three direct reports: Marketing Automation Manager (12 month contract), Paid Performance Manager, Brand Marketing Manager. Total team size: 9-10

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**ORGANISATIONAL STRUCTURE**



*Other key stakeholders and supporters:*

- Director of Engagement
- Head of Fundraising
- Head of Communications
- CRM Manager
- Head of Data and Analytics
- IT Project Manager
- Director of Business Operations

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**CONTEXT**

As our organisation undertakes a pivotal transformation with the introduction of a new CRM, the Head of Digital will play a critical role in ensuring this investment drives meaningful outcomes across our digital engagement efforts. This CRM is not just a technological upgrade—it's a strategic enabler that will allow us to better understand and connect with our supporters, donors, and advocates. To realize its full potential, we need a leader to champion digital innovation and integrate a seamless, impactful supporter experience (SX) into every aspect of our engagement strategy.

The Head of Digital will guide the organisation in leveraging this new CRM to:

- Collaborate with stakeholder departments to build personalised and data-driven supporter journeys, enhancing donor acquisition, retention, and satisfaction.
- Streamline and unify disparate systems and processes into a singular, cohesive digital engagement strategy,
- Foster a culture of digital-first thinking across the organization, embedding innovation and maximizing the value of digital initiatives in every department.
- Support the SX work required to ensure that every digital interaction aligns with our mission, speaks to our audiences' needs, and delivers an exceptional experience.

This role will be instrumental in breaking down silos and creating alignment across teams, ensuring digital tools and strategies are embedded organisation-wide. By integrating data insights and cutting-edge digital practices, the Head of Digital will reinforce us as a leader in our sector, driving engagement, fundraising, and advocacy outcomes that power our mission and deepen our connection with supporters.

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**ACCOUNTABILITIES**

**1. Digital Strategy & Leadership**

- Develop and implement a comprehensive digital strategy aligned with organisational objectives.
- Develop a team structure and ways of working which supports the digital strategy
- Provide clear and inspirational leadership, taking the time to mentor, guide and develop the digital team
- Champion the integration of digital innovation and initiatives across all teams, fostering a digital-first culture.
- Set clear KPIs for digital performance and report on results to senior leadership.

**2. SX Project Leadership**

- Lead the organisation's SX project, ensuring a seamless, supporter-centric experience across all digital touchpoints.
- Use insights from the new CRM to develop and refine personalized supporter journeys, enhancing engagement and loyalty.
- Collaborate with cross-functional teams, including fundraising and International HR, to ensure SX improvements align with organizational goals and mission priorities.

**3. CRM and Data**

- Work with CRM Manager to optimise strategic use of the new CRM to maximize its potential for engagement, fundraising, and advocacy.
- Ensure data-driven decision-making by leveraging CRM insights to optimize campaigns and strategies.
- Implement tools and processes to track, analyse, and report on digital performance.
- Use insights to drive continuous improvement and informed decision-making.
- Ensure compliance with data protection regulations (e.g., GDPR, CCPA).

**4. Website & Content Management**

- Oversee the development, maintenance, and optimization of the website to ensure excellent user experience (UX).

**KEY PERFORMANCE INDICATORS**

- Delivery of a comprehensive digital strategy with measurable goals aligned to organisational objectives
- Year-on-year growth in revenue generated through digital channels
- Completion of key SX project deliverables (e.g., journey mapping, implementation of improvements) on time and within budget.
- Increased digital engagement metrics year on year, such as website visit duration, reduced bounce rates, higher repeat visitor rates, CTR and Ors
- Effective media spend, achieving target ROI for digital campaigns
- Growth in digital donor acquisition year-on-year (SG and RG)
- Increase in donation form conversion rates year on year
- Increase in acquisition of interest and conversion to field placements of international mobile staff
- Improvement in team satisfaction and engagement, measured through 360 feedback reviews
- Successful completion of collaborative initiatives with other departments

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- Collaborate with content creators to produce compelling, on-brand digital assets, including articles, videos, and infographics.
- Guide the team to implement SEO best practices to maximize visibility.

#### **5. Social Media & Community Engagement**

- Oversee the strategic planning and execution of social media campaigns (both organic and paid) to grow audiences, build the MSF brand, deliver our mission of 'speaking out' and foster engagement.
- Leverage analytics to ensure MSF continuously refines social media performance

#### **6. Digital Advertising & Fundraising**

- Guide the planning and management of digital advertising campaigns across search, social, and display networks to drive donations, awareness, and lead generation.
- Ensure the team are utilising data-driven approaches to optimize conversion rates and donor retention.
- Ensure ongoing collaboration with the fundraising team to develop unified digital donation journeys

#### **8. Team Leadership & Collaboration**

- Manage and mentor a team of digital specialists, fostering a culture of growth, inclusivity, innovation and excellence.
- Collaborate cross-functionally with marketing, communications, international and domestic HR, fundraising and advocacy
- Build relationships with external agencies and vendors as required.

#### **9. Cultural Embedding of Digital Innovation**

- Act as a digital advocate within the organization, encouraging digital adoption and collaboration across all teams.
- Deliver training and resources to empower staff at all levels to utilise digital tools effectively.
- Identify opportunities for digital transformation that support operational efficiency and strategic objectives.

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**KNOWLEDGE, SKILLS & EXPERIENCE**

- Proven experience in a senior digital role, preferably within the nonprofit, humanitarian, or related sectors.
- Expertise in digital marketing, fundraising strategies and content management systems (CMS).
- Strong knowledge of analytics platforms (e.g., Google Analytics, Hotjar) and advertising tools (e.g., Google Ads, Meta Ads Manager).
- Excellent project management skills with the ability to prioritize and deliver under tight deadlines.
- Exceptional communication skills, with a track record of presenting strategies and results to stakeholders.
- Proven ability to develop and execute digital marketing strategies that drive growth
- Strong data-driven marketing skills, with the ability to analyze and act on complex data
- Creative thinker with experience in growth hacking and delivering measurable results
- Skilled in leading and mentoring digital marketing teams, promoting innovation and collaboration

**COMPETENCIES**

**Adaptability:** Ability to adjust to changing priorities and requirements in a dynamic environment.

**Collaboration:** Work effectively with cross-functional teams to achieve common goals.

**Problem-Solving:** Identify challenges and develop creative solutions to optimise CRM performance.

**Attention to Detail:** Ensure accuracy and completeness of CRM data and processes.

**Strategic Thinking:** Ability to align CRM strategies with MSFA’s objectives and mission.

**Continuous Learning:** Stay updated on Salesforce developments and best practices to enhance CRM operations.

**Communication:** Effectively convey ideas, instructions, and feedback to stakeholders at all levels.

<b>DATE:</b>	
<b>Signed: (Job Holder)</b>	
<b>Signed: (Manager / Director)</b>	