**Role Description**

**Job title**: Digital Fundraising and Campaign Lead

**Date written**: September 2025

**Job summary:**

As the **Senior Campaign Development Lead**, you will play a pivotal leadership role in shaping and delivering MAF UK’s digital fundraising and donor acquisition strategy. You will oversee the campaign development function in cross-departmental planning, including events. You will lead a small team working to help support campaigns, driving donor acquisition and fundraising. With a strong grasp of digital marketing, paid media, and persuasive storytelling, you will ensure our campaigns are innovative, data-driven, and aligned with MAF’s mission and values.

You will also act as a strategic advisor to senior leadership on digital fundraising trends and performance, while mentoring team members and fostering a culture of creativity, accountability, and continuous improvement.

**Key Responsibilities:**

# Strategic Leadership & Team Oversight

* Lead and mentor a team of marketing and campaign professionals fostering a collaborative and high-performing culture.
* Working with Senior leads to develop the annual digital campaign roadmap, aligning with organisational goals and fundraising targets.
* Act as the key point of contact for marketing and acquisition strategy across the team, ensuring the team delivers on performance, innovation, and agreed extended opportunities.
* Represent the Campaign Development function in cross-departmental planning and strategic initiatives.

# Campaign Strategy & Execution

* Oversee the end-to-end development of integrated digital campaigns, from concept to delivery, across paid Ads and channels
* Ensure campaigns are insight-led, audience-focused, and optimised for donor acquisition, retention, and lifetime value.
* Support creative direction and content strategy, ensuring all assets reflect MAF’s brand, values, and messaging.
* Working with the wider team, utilising donor data insights to help define both donor segmentation and donor journeys across appeals and campaigns

# Paid Media & Digital Performance

* Provide strategic oversight of all paid media activity, including agency relationships, budget allocation, and performance optimisation.
* Guide the team in setting KPIs, testing hypotheses, and using analytics to drive continuous improvement.
* Ensure campaigns are compliant with digital fundraising regulations and best practices.

# Innovation & Digital Growth

* Champion innovation in digital fundraising, exploring new platforms, tools, and techniques to reach and engage supporters.
* Lead on digital transformation initiatives that enhance campaign effectiveness and supporter experience.
* Stay abreast of sector trends and emerging technologies, sharing insights with the wider team.

# Collaboration & Influence

* Work closely with Fundraising, Communications, and Supporter Engagement teams to ensure campaign alignment and integration.
* Build strong relationships with external partners, agencies, and suppliers to maximise campaign impact.
* Influence internal stakeholders at all levels, advocating for digital-first thinking and supporter-centric approaches.
* Proactively share resources, experience, creative ideas, and expertise to serve the wider MAF family
* Leading and managing volunteers at events to ensure their general wellbeing and that they are always representing MAF to a high standard.

# Events & Conferences

* Work with the wider team to coordinate the organisation, ideation, development and delivery of innovative events at a range of festivals. Including working with MiC to ensure suitability and availability of resources for all events.
* Oversee and manage the recruitment of Cabin Crew volunteers for events, ensuring all events are staffed to an appropriate level and by trained and competent staff or volunteers.
* Lead events on the day, liaising with event organisers to ensure contracts are fulfilled, supervising set up, managing on site health and safety, activities and the event team and evaluating the event to ensure acquisition potential is maximized for all events.
* Researching and developing new opportunities to maximize marketing, acquisition and income from attendance at events across teams.

# Budget & Resource Management

* Manage campaign budgets effectively, ensuring maximum ROI and transparent reporting.
* Support with forecasting, planning, and resource allocation.

**Dimension and Limits of Authority:**

* Responsible for annual planning in accordance with the MAF UK strategic plan.
* Expenditure up to agreed budget.
* Responsible for managing the team and conducting regular ‘Catch Ups’ and Personal Development Reviews according to MAF standards and practice.
* Decision making within agreed parameters.
* Responsible for adherence to legislation and good practice principles in all areas of responsibility.

**Tasks common to all Team Leaders:**

* 1. Role modelling of organisational values and beliefs - to contribute to the shared spiritual life of the MAF UK team as a unique Christian charity. This will include encouragement of team members to attend, participate and lead in times of Biblical reflection and regular corporate prayer meetings.
  2. To lead and manage team members to ensure objectives are met through support, performance management and development.
  3. To participate in planning in accordance with the MAF UK strategic plan and as outworked through matrix programme and project teams.
  4. To support team members to participate in matrix programme and project teams, contributing skills and expertise to required timescales from the appropriate programme leader.
  5. To keep line manager informed of all relevant and timely information.
  6. At all times comply with statutory requirements for handling personal and sensitive data in a confidential manner and ensure that good personal data handling practices are developed, reviewed and encouraged
  7. To manage own priorities, workload and development.
  8. To abide at all times with the Safeguarding and Conduct Policies, and all other MAF UK policies provided on the Intranet.

**Christian values, beliefs and ethos of MAF UK:**

As an evangelical Christian mission, MAF UK is seeking those who share in the values and beliefs of the organisation, as described in the mission, purpose, values and beliefs statements. All staff will be required to support and actively demonstrate the Christian values of the organisation and to take part in organisation activities such as staff meetings, prayer meetings, and away days.

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| **JOB TITLE: Senior Campaign Development Lead** | | |
| PERSON SPECIFICATION | | |
|  | **Essential** | • Desirable |
| **Education/Qualifications** | • Educated to degree or equivalent standard |  |
| **Experience** | * 5 years of proven experience in digital fundraising and marketing in a charity or mission-driven organisation. * 2 years of management experience in leading digital fundraising or marketing teams * Experience in writing, reviewing and editing copy for a variety of audiences and uses. * Ability to communicate clearly, assertively, and diplomatically at all levels. * Demonstrable success in developing and delivering multi-channel digital campaigns with measurable impact. * Demonstrable expertise in paid media strategy and optimisation (Google Ads, Meta, programmatic, etc.). * Strong creative ideation and direction skills. * Data-driven approach with experience using analytics tools (e.g., Google Analytics, CRM platforms). * Excellent and proven stakeholder | * Experience with   Microsoft Dynamics 365.   * Experience in using canva/adobe creative software * Expertise in SEO, CRO, and A/B testing methodologies. * Experience in project management tools such as Monday.com * Experience in international development or missionbased work. * Experience managing external agencies and suppliers. * Experience in designing creative, innovative event activities to engage the public with a cause. |
|  | management and influencing skills.   * Deep understanding of digital trends, donor behaviour, and fundraising compliance. * Experience in the end-to-end management of large-scale events. * Experience in project management |  |
| **Skills/Abilities** | * Ability to communicate clearly, assertively, and diplomatically at all levels in group and one to one settings * Ability to plan and work strategically * Ability to influence at all levels within a complex stakeholder organisation * Ability to supervise, motivate and envision team members * Willingness and ability to work within organisational guidelines and corporate objectives |  |
| **Personal Qualities** | * Committed and mature evangelical Christian, able to demonstrate understanding and acceptance of the Statement of Faith and willing to proactively take part in MAF events and meetings e.g. prayer meetings, away days etc. Able to describe these beliefs and values to others to represent MAF as a Christian mission organisation * Emotional resourcefulness * Flexibility towards others and circumstances * Service orientation |  |

**Summary of Terms and Conditions**

**Job Title:** Senior Campaign Development Lead

**Location:** MAF UK, 1st Floor Castle House, Castle Hill Avenue, Folkestone, Kent, CT20 2TN alongside Cranfield office in Oxford

**Working Hours:** Folkestoneoffice open officially from 9.00 to 5.30pm (9-4pm on Friday). Hours to be agreed according to flexible working policy.

For external supporters the office is open from 09:00 to 17:00 including Friday when cover should be provided by the relevant teams.

**Terms:**

* As a senior appointment at least 36 hours per week but in addition those required to achieve the agreed responsibilities, with 1 hour for lunch daily, unpaid. Hours should be agreed with line manager.
* Flexibility will be required for working additional hours and travel to meet business needs or for travel or meetings on weekends or evenings.
* Annual leave entitlement of 22 days (158.4 hours) per year and 8 days (58.5) paid public holidays per year.
* Non-contributory pension scheme (10%) of salary on joining.

**Probationary and notice period:**

* 6-month probation period with a 3-month review.
* Notice period is 3 months.

**Salary:** £45,046.75