



JOB DESCRIPTION

DETAILS	
Job Title	Digital Marketer
Department	Fund Development
Reports to	Global Head of Donor Comms
Location	Cape Town or Johannesburg, South Africa
Travel Required	None
Work Pattern / Hours	3 days per week
Start Date	October 2024
Type of Contract	Independent contractor (12 months)

ROLE CONTEXT
<p>The vision for Alpha International (AI) is the re-evangelisation of the nations, revitalisation of the church and the transformation of society. Alpha South Africa, as a Christian organisation, shares the Alpha International vision, mission and goals through a partnership working agreement.</p> <p>Each member of our team plays a vital role in making our vision a reality. As a Christian organisation our faith is an integral part of our working culture.</p> <p>Alpha's mission is to equip the church to help people to discover and develop a relationship with Jesus. Our primary way of carrying out our mission is by equipping churches around the world with Alpha – a series of sessions exploring the Christian faith.</p>

ROLE PURPOSE
<p>Alpha's vision is for everyone, everywhere, to explore faith and encounter Jesus. As part of this ambitious vision, we are undertaking a five-year campaign to raise over \$300m to make it a reality.</p> <p>Central to this effort, our donor audience is critical, with 99% of Alpha's income coming from generous donors, trusts and foundations.</p> <p>Since introducing a new e-marketing tool (Campaign Monitor) and analytics software (Matomo), this role will aim to improve the donor experience, specifically online.</p> <p>We are looking for a proactive and enthusiastic Digital Marketing Assistant with a passion for donor-centric communications, an interest in using data to improve performance and a passion for sharing the good news.</p> <p>The ideal candidate has experience in copywriting (donor-specific is preferable), email marketing, using Squarespace, creating analytics, and content planning. Preferably has experience managing digital fundraising campaigns and messaging. Additionally, good at working collaboratively and independently and enjoy problem-solving in a supportive environment. This role sits within the wider fundraising team and involves regular cross-overs with the marketing team.</p>



KEY RESPONSIBILITIES

Develop and implement our donor comms email marketing strategy

- Write donor-centric, engaging emails to our donors via Campaign Monitor, making use of segmentation, automation, A/B tests and dynamic content features
- Run the new donor welcome series and recommend improvements
- Send monthly emails to our regular donors and recommend improvements to our monthly giving programme for the ultimate donor experience

Provide a monthly analytics dashboard based on our digital activities

- To match given KPIs for email, website and donor journeys
- To show progress over time of the success or failure of our donor communications
- Recommend improvements

Assist with planning and implementing our content calendar

- Project manage the comms plan to ensure work is done on time and to our standards
- Communicate key dates, reports, appeals and events to the broader team
- Work with the Communications Manager to identify a communications calendar and content plan, including key dates, moments, report launches and stats

Website management

- Update Alpha's web pages regularly to ensure that content is relevant, functional and user-friendly
- Create suitable landing pages, sign-up forms and donation messaging for specific appeals
- Work with the Global Head of Donor Comms to source and update the website with timely content, event information and other relevant content

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE

- Excellent organisational and time management skills with ability to multi-task effectively
- Exceptional communication skills – written, verbal and listening
- Proficiency in MS Suite including Microsoft Excel, Microsoft Word and SharePoint
- Awareness of working cross culturally to maximise outcomes
- Working collaboratively and independently
- Copywriting

DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE

- Understanding and experience with Alpha through a local church would be desirable
- Experience with Squarespace and Campaign Monitor
- Working knowledge of Salesforce
- Email marketing, analytics, and content planning
- Managing digital fundraising campaigns and messaging
- Problem-solving skills



TO APPLY

1) Complete the application form:

- [Digital Marketer](#)

2) Email your CV and Cover Letter motivating your application for this role to:

- hr@alphasa.co.za

- Title your email: Digital Marketer - Your Name/Surname

NB: Your application will not be considered without an accompanying CV and Cover Letter sent to hr@alphasa.co.za

As part of the recruitment process, we require a CV (2 page pdf document) and Cover Letter (1 page pdf document) from each applicant applying for a particular role, along with this completed application form.

Due to high volumes of applications, should you not hear from us within 4 weeks, please consider your application unsuccessful.