



DIGITAL FUNDRAISING MANAGER

CoppaFeel!

Based at Boob HQ, London / Hybrid – 1 day in the office per week

Part Time – 22.5 Hours

Permanent

Start date – October 2024

Salary – £40,000 per annum pro rata

About CoppaFeel!

CoppaFeel! exists to educate and remind every young person in the UK that checking their chest isn't only fun, it could save their life. We are the first breast cancer charity in the UK to create awareness amongst young people, with the aim of instilling a new healthy habit that could one day save their life.

We are a small team which, collectively, has one almighty big voice. We were founded out of a need to right wrongs, and when we hear of more people diagnosed late, or young people dying from this disease, we know there isn't a more powerful reminder to get up out of bed every morning.

CoppaFeel! is about more than discovering a cancer diagnosis. It's about empowering everyone to be proactive about their health, as well as their outlook on life. It's about knowing your chest; knowing that if you do find something, you know what to do and if found early, you have many options. Put simply, breast cancer does not need to be detected late, and as long as we are here and continue to be supported by people like you, we will do all we can to make sure this doesn't continue to happen.

The Role

Are you passionate about digital engagement and fundraising? CoppaFeel! is seeking a dynamic and experienced Digital Fundraising Manager to spearhead our innovative efforts with online communities, including streamers and gamers. In this exciting new role, you will build upon our Digital Fundraising programme, maximising opportunities to connect with vibrant digital audiences. This vital role offers the opportunity to create, activate & manage key activations and partnerships, playing a critical role in raising funds and awareness of our cause within the video gaming industry and community. Join us in our mission to raise awareness and funds, and make a meaningful impact to ensure all breast cancers in young people are diagnosed early and accurately. If you have a knack for creative online strategies and a track record of successful digital campaigns, we want to hear from you!

The Digital Fundraising Manager is responsible for the day-to-day operations of our gaming partnerships, leveraging initiative and drive to forge impactful relationships with the video games industry and community. Your primary goal is to secure income to help CoppaFeel! deliver quality programmes to increase breast cancer awareness and early detection, ensuring the organisation has the flexible funding needed to maintain stability and growth.

As a fast-growing global industry, gaming and streaming have been highlighted as one of CoppaFeel!'s most crucial target sectors for innovation and expansion. In 2023 we worked successfully with Jingle Jam and built on our relationship with

FreyzPlayz and her audience to raise almost £200k; we want to build on that momentum moving forwards to maximise the potential of this income stream. We know the young people we are seeking to target with our awareness messaging are active in these digital communities, so it makes sense to ensure we're enabling meaningful conversations with content creators and their legendary audiences. As the lead for CoppaFeel!'s approach to the video games industry and wider streaming space, you will be uniquely positioned to deliver a lasting impact on the cause and the communities we serve.

Position in the organisation

You will report to the Head of Individual Giving.

You will sit within the Fundraising Team and work closely with the

wider Fundraising Team as well as Marketing, Education and Finance teams.

Duties and Responsibilities

- Lead on the creation and development of our community/DIY creator fundraising program: Deliver the program using your expertise to create delivery plans, budgets, and timelines, working with key internal and external stakeholders, meeting specific financial targets and KPI's; optimising and implementing recruitment strategies, supporter journeys, and supporter care across multiple platforms, including Discord, Tiltify, and Twitch.
- Support our major creator partnerships program: Working with our Digital Marketing Manager to build a prospect pipeline, create and deliver bespoke fundraising and ambassador asks, and lead activations with small to medium creators to enhance our reach within digital communities.
- Work on high-profile event partnerships: Contribute to applications and pitches, account management, and the development and delivery of fundraising initiatives.
- Develop and deliver CoppaFeel!'s own creator-led event: Support the Digital Marketing Manager and a range of internal and external stakeholders to deliver a creative vision, manage attendees, design the supporter journey, and handle logistics.
- Improve working practices: Support enhancements to infrastructure, processes, and knowledge to drive efficiency, improve ROI, and inform strategy.
- Inform recommendations to the wider teams: Advise on leveraging digital communities for the delivery of CoppaFeel!'s education messaging and consult on enhancing service delivery through digital platforms and channels.
- Attend industry events: Grow support for CoppaFeel! and increase subject matter expertise in the live streaming and gaming space.

Core Role Responsibilities

- Drive CoppaFeel!'s digital fundraising revenue: Look for opportunities to optimise, grow, and develop revenue streams.
- Contribute to the Fundraising Strategy: Use data, insights, and subject matter expertise to inform the strategy.
- Represent CoppaFeel! at key meetings and events: Confidently act as an ambassador for the organisation.
- Build excellent working relationships: Collaborate effectively with internal teams at CoppaFeel!.
- Consistently demonstrate CoppaFeel!'s values: Lead by example in all actions and decisions.
- Engage in CoppaFeel!'s EDI initiatives: When required, be an active and engaged member of CoppaFeel!'s EDI Supergroup.
- Adhere to GDPR: Be fully conversant with relevant fundraising regulator legislation and guidelines along with wider compliance policies.
- Ensure quality data management: Act as a data steward for fundraising, maintaining high standards of data management.
- Supporter Stewardship: Delivering high quality and timely supporter stewardship to maximise the money raised for CoppaFeel! from community fundraisers and individual donors to deliver high class supporter journeys.
- Create and maintain up-to-date records, including donor consent statements on our database for the donors that you are account managing.
- Participate in CoppaFeel! fundraising and team meetings contributing to annual operational plans, forecasting income and team collaboration.
- Identify any opportunities for the promotion of digital fundraising opportunities in our organisational social media coverage or CoppaDrop Mail newsletter and create content with the Marketing team to best leverage these opportunities.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the role.

Skills, Experience and Qualifications

Essential

- Industry Expertise: Strong knowledge of the gaming/content creator sector
- Digital Marketing and Gaming Platforms Expertise: Strong understanding of digital marketing and familiarity with gaming platforms and services.
- Achieving Financial Targets: Proven success in meeting financial targets through account management, stewardship, business development, or sales.
- Excellent Verbal Communicator: Confidence in managing relationships and working effectively at all levels, both externally and internally, with strong influencing and negotiation skills.
- Relationship Management: Experience of stewarding donors or customers, both in person and on the telephone and email.
- Creative and Innovative Thinker: Ability to develop new commercial ideas and translate them into proposals that achieve results. Ability to maintain adaptability and remain reactive to maximising unforeseen opportunities.
- Project Management: Demonstrate experience of effective delivery of day-to-day project management. Ability to work unassisted and with the drive to see an idea through to execution whilst meeting deadlines.
- Accurate Record Keeping: Competency in maintaining accurate records with the assistance of a Client Record Management system.

Desirable

- Industry Expertise: experience in a similar role and an existing network of relevant contacts.
- Strong understanding of Fundraising Regulations: Familiarity with fundraising regulations, compliance, and contracts.
- Proven Partnerships Manager: Ability to use experience to leverage contacts for income-generating activations.
- Relationship Management: Expertise in taking a personal approach to business relationships.

Main Benefits and Terms & Conditions

Annual Leave entitlement – 22 days + public holidays, a day off for your birthday and for Kris' cancer anniversary.

Benefits

- Wellbeing fund

- Employee Assistance Programme • Access to Self Space training and 1:1 therapy • Core working hours 10am - 4pm • 9 day fortnight
- Enhanced Maternity and Paternity Leave