



Job Opportunity

Job Title: Fundraising and Digital Marketing Manager

About Lanta Animal Welfare(LAW): LAW, a non-profit animal rescue charity in southern Thailand, was founded in 2005. It's mission is to end the pain and suffering of the homeless, injured, and abused animals on Koh Lanta and the surrounding islands. To date we have sterilized and treated over 15,000 animals and continue to grow our footprint to help more animals each year. We provide sterilisations, vaccinations, medical treatments, and support adoptions of our rescue animals around the world.

Job Summary: Develop and deliver the fundraising and digital marketing strategy for Lanta Animal Welfare. Reporting to General Manager and liaising with the Social Media Marketing resource(s).

Role: The Fundraising and Marketing Manager will be responsible for the development, delivery and reporting, of all fundraising and digital marketing activity across all channels. Using the stories of the sick and injured animals, the volunteers and day to day life at the centre, you will bring LAW to life online.

Responsibilities:

- Develop, deliver and test a LAW fundraising and digital strategy, making on-going adjustments based on data insight and supporter response
- Create and edit text, brochures, and articles
- Liaise with social media resource(s) to coordinate content and have access to photos and video
- Write and schedule compelling fundraising appeals for digital communications
- Write supporter-sponsor newsletters based on communications plan and strategy
- Develop and manage paid digital marketing campaigns
- Report on campaigns based on data analysis
- Grow communities across all social channels and grow the database
- Participate in social media content creation, planning, scheduling and management
- Respond to emails and engagement on our social channels
- Build effective email marketing programs and campaigns
- Nurturing relationships with supporters
- Maintain database of supporters
- Devise strategies to drive online traffic to the company website
- Develop outreach strategies to raise profile on the web
- Track conversion rates and goals with Google Analytics, analyse and optimise success

- Work together with LAW resources and stakeholders

Background

- Understand Fundraising theory and methodology for correspondence and digital content
- Prepared fundraising communications and correspondence, including newsletters, emails and social media content
- Copywriting or creative writing experience
- English as a first language, or second language since a toddler
- Strong background in data driven digital marketing with the creative flair
- Experience with the email marketing platform MailChimp
- Creative ability to come up with new ideas and tell great stories
- Proven ability to set up, manage, test and report on paid advertising
- Ability to analyze communications results and response rates effectively
- Proven ability to effectively manage time, with time saving techniques, and be highly organised
- Proven track record of setting up marketing plan, fundraising strategy/plan, and analysis of market / digital audience and environment
- Evidence of fundraising programs and campaigns, with an analysis of the results
- Ability to build strong relationships quickly with a wide variety of people
- A love of animals!

Desirable

- Fundraising experience working in Not for Profit sector
- Experience working in an international environment
- On-site is preferred
- Remote (off-site) is acceptable with identified conditions (to be determined)
- Full-time or part-time is acceptable
- Experience with Google Analytics (analytical applications)
- Fundraising service provider(s) acceptable, with deliverables (content and timing) to be discussed

Benefits

- Salary to be discussed at interview: depends on full-time, part-time, local, or remote
- 21 days holidays including public holidays