

Job Description: Digital Marketing Executive

Reports to: Head of Marketing

Job Summary

The Digital Marketing Executive is the voice of Naomi House & Jacksplace online, with responsibility for populating, developing and marketing the charity's website, social channels and online presence. Working across the trust, the Digital Marketing Executive raises awareness of the charity's brand and its work and supports the fundraising and retail team in meeting their objectives.

Key tasks

General

- Work with the Head of Marketing and FMT to develop and manage digital marketing campaigns and oversee the implementation charity's social media strategy
- Write engaging, inspirational content for multiple platforms – PR, website, social media, family stories, blogs
- Public relations – managing press, writing press releases, pitching stories, achieving high quality coverage, working with influencers, crisis management, reactive PR
- Identify new trends in digital marketing, evaluate new technologies and ensure the charity is at the forefront of digital developments
- Ensure marketing and communications activity is targeted and efficient using available data, especially through analytics data and the organisation's CRM system
- Ensure all digital marketing activity is within the rules and spirit of relevant legislation, especially PECR, GDPR and the Code of Fundraising Practice.

Website & social media

- Planning, strategy and writing for social media
- Continually improve the Search Engine Optimisation of the website and enhance user journeys and user experience
- Manage, and develop the organisation's website – building pages, writing engaging copy, improving user experience through design, understanding functionality and using it to its full capacity in liaison with the charities digital and design partners
- Generate, coordinate, capture, edit and optimise content for the charity's website and social networking accounts
- Increase engagement and dwell time as well as website traffic, social reach, online donation rates and other performance indicators

Email

- Coordinate and manage email marketing campaign schedule
- Utilise engaging design with clear and inspiring copy

Ads

- Manage budgets for advertising campaigns
- Coordinate online advertising campaigns including fundraising event marketing and cause marketing including
- Google Ads campaigns including setup, optimisation and management throughout of search, display and video campaigns
- Facebook Ads - including knowledge of how to setup, optimise and adapt campaigns

Person Specification:

- Excellent communication skills
- Empathetic nature
- Enthusiasm for digital technology and the skills to promote it to others
- Demonstrable organisational, analytical and time management skills
- Able to work to great detail and to manage multiple complex projects
- A team player with the desire to work collaboratively and build relationships across different teams and departments
- An inspiring and engaging storyteller, able to source, generate and share engaging content to maximise impact.

Experience**Essential:**

- Demonstrable experience in online content management or digital marketing role
- Demonstrable experience in measuring and evaluating impact of digital campaigns
- Experience using a CMS
- Experience using email marketing software
- Experience in writing for the web
- Excellent written and verbal communication skills for multiple purposes
- Excellent working knowledge of key social networking sites
- A passion digital marketing, website development, user journeys and search engine optimisation
- Knowledge of relevant legislation, such as PECR and GDPR

Desirable:

Experience in the charity sector – particularly working with sensitive subject matters

Experience of working across multiple teams with competing priorities

Technical Skills**Essential:**

- Educated to degree level or experience in a comparable role
- Extensive knowledge of all major social media channels and social media advertising packages
- Extensive knowledge of Google Ads
- Extensive knowledge of Microsoft Office including Outlook, Word, Excel and PowerPoint
- Extensive knowledge of Content Management Systems
- Good working knowledge of email marketing software
- Good working knowledge of video editing, videography, photography

Desirable:

- Relevant professional qualifications or training
- Experience with CRM databases, including Donorflex or comparable systems
- Additional skills such as coding and animation
- Working knowledge of the Concrete 5 content management system
- Design experience – including the use of Photoshop, InDesign or a similar package
- Proficient in the Adobe package, mainly including photo and video editing software and design
- Good working knowledge of analytics packages including Google Analytics and Google Tag Manager

This job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates with examples the main role of the post-holder. It is therefore subject to alteration and development and will be reviewed jointly with the post-holder and the Director of Fundraising and Communications.