

Digital Manager - Job description

Role information

Department: Communications

Job Title: Digital Manager

Grade: E

Responsible to: Communications and Marketing Manager

Date: October 2022

Purpose of the job:

To support all Family Fund's digital work, and channels, planning and producing engaging, audience-tailored content. To develop digital marketing campaigns to communicate with our key audiences about our family-focused services and fundraising activities. To drive engagement through all of our channels and increase our reach.

To provide advice on the evolution of our digital channels and communications to ensure we keep pace with industry best practice. To monitor and evaluate our digital activity and engagement.

Duties and responsibilities

Planning and scheduling:

- Work with Family Fund's Communications and Marketing Manager to effectively plan and schedule digital content and campaigns across all charity channels.
- Work closely with the Senior Storytelling Officer to amplify the stories of our families across all channels.
- Work with key internal stakeholders to effectively plan, and schedule all digital content, attending team meetings.

Marketing and engagement

- Plan and deliver integrated digital marketing campaigns for the organisation, including development and delivery of marketing plans for digital channels.
- Create multi-platform engagement content and deliver in appropriate formats.
- Produce regular reports on digital activity and campaigns for internal and external stakeholders - to include monthly analysis and reporting of all digital activity for Senior Leadership team and Board of Trustees reports.
- Use digital campaign and content performance to inform development of new content.
- Contribute to and support all areas of Family Fund's digital strategy.
- Support email campaigns to different audiences, improving practice through analysis of campaign successes and failures.
- Support other teams to plan digital promotion and marketing activity for their projects and activities, including appeals and campaigns across digital and channels. Use briefs to make recommendations and decisions on best solution to help deliver objectives. Share analytics data and reporting to make recommendations.

- Support and schedule all online advertising requests from different teams, prioritising them and managing the advertising calendar and internal booking processes.
- Work with other team members to ensure best practice around accessibility is embedded into digital communications.

Social Media Management

- Work with colleagues in the communications team to develop targeted social media plans and evolve use of channels that deliver Family Fund's organisational objectives - service delivery and fundraising.
- Support communications and promotion activity across all social media channels; utilise current channels and analyse new and upcoming platforms and methods to stay current in an ever-evolving market.
- Research digital and social trends and activities across the sector and beyond, looking for opportunities to embed innovative ideas and practice.
- Analyse and track social performance on a daily basis to support content developments for specific audiences, as well as feeding into monthly management reports.
- Effectively log social media advertising expenditure, working with the Communications and Marketing Manager.
- Adhere to all social media policies and support any necessary changes.

Website

- Work with Communications and Marketing Manager and other team members to develop new website content and features to support organisational objectives.
- Implement and monitor agreed changes to website structure and navigation.
- Work with Marketing and Communications Assistants to update website content in line with SEO best practice and advise other teams on incorporating best practice in copywriting process.
- Maintain good data security practices in respect of user information held on website.

General

- Carry out other general communications and marketing tasks that may arise.
- Ensure that all family data is used in a consistent way with information governance legislation and internal guidelines.
- Deputise for team members at relevant meetings and events, as required.
- Undertake appropriate duties as required by senior management.

Person specification

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Experience

- Use of analytics and data reports from digital channels to inform decision-making.
- Management of digital channels, such as social media, email and websites, for a public-facing organisation.
- Experience of managing paid-for digital advertising budgets and campaigns.

Desirable

- Experience within a third sector environment
- Experience of digital fundraising

Skills, knowledge, and abilities

- Specialist knowledge of digital across a range of techniques including email, online, social, and mobile
- Experience of platform analytics tools including Google Analytics, Facebook and Twitter.
- Experience of using content management systems (CMS)
- Experience using full Adobe suite
- Excellent written and oral communication skills
- Understanding of integrated approach to digital marketing
- Experience of website development, including SEO
- Knowledge of data protection best practice and legislation
- Literacy/numeracy skills
- Strong analytical skills
- Ability to work as part of a team
- Proven use of initiative
- Ability to deal with confidential information
- Ability to be flexible and adaptable according to work demands.

Desirable

- Knowledge of HTML and CSS.
- Knowledge and understanding of digital advertising best practice and key trends.

Education/training

- Demonstrable training experience that supports the skills, knowledge and abilities listed above.

Desirable

- Professional qualification in Digital Marketing.

Personal attributes

- Demonstrable ability to multi-task
- Flexible and adaptable

- Clear and open communicator
- Tolerant and calm through tight deadlines
- Strong relationships skills
- Be reliable and honest
- Commitment to Family Fund's values
- Commitment to equity, diversity, inclusion and fairness for all
- Commitment to safeguarding