

<b>Job title:</b>	Digital Marketing Officer (Paid Media and Email Marketing)
<b>Location:</b>	Head Office, London, SE1 (with flexibility for homeworking)
<b>Team / Department:</b>	Marketing
<b>Reporting to:</b>	Digital Marketing Manager
<b>Salary:</b>	£27,000 - £29,500 per annum

### Main purpose of role

Responsible for email marketing, PPC and paid social campaigns to drive engagement, reach new audiences and provide an excellent supporter experience.

You'll work closely with the Digital Marketing Manager and wider Marketing team to contribute to the wider marketing strategy, and with teams across the organisation to effectively communicate our wide range of information, services, fundraising and campaigns to digital audiences.

### Main tasks and responsibilities

#### Paid social media

- Manage the organisation's paid social media strategy; building, developing and reporting on paid advertising across platforms (Meta, and LinkedIn).
- Keep abreast of current paid social media trends, researching the paid social media landscape and developing new and creative ideas to improve performance.
- Work with teams across the organisation to provide training and guidance to ensure paid social media content is relevant, of interest to our audiences and follows brand guidelines.
- Work with the Digital Marketing Manager to consistently improve and update internal reporting to teams.
- Work with the Digital Marketing Officer (Organic Social Media and Website) to coordinate paid content with organic social media and website activity where relevant.

#### Email marketing

- Responsible for our email marketing platform; providing training, advice and expertise to other teams to help build and create their marketing emails and oversee the organisation's email marketing schedule.
- Project manage the monthly supporter e-newsletter
- Support the Digital Marketing Manager to roll out and embed our email marketing strategy.
- Develop and implement a testing strategy for email marketing templates/content to improve performance.
- Monitor use of the email marketing platform to ensure we retain high standards of data management.

- Support the Digital Marketing Manager to regularly review and update supporter journeys within email marketing activity to ensure they remain effective, relevant and aligned with audience needs.

## **PPC**

- Manage the Google Search Ads account for the Town & Gown event series, suggesting improvements and implementing a strategy to test them.
- Explore opportunities to expand the use of paid Google Ads to other projects or campaigns.
- Work with our external freelancer to manage our Google Ads grant to increase impact, awareness and engagement.
- Occasional reporting of keyword search trends.

## **Other**

- Explore and support the development of emerging digital channels, including WhatsApp marketing and stewardship, to enhance supporter engagement.
- Work across the charity to provide digital communications advice, support, expertise and training.
- Contribute to communication plans for campaigns and projects across the organisation.
- Share out-of-hour duties for digital communication channels.
- Keep up to date with the latest trends, technologies, standards and developments in digital communications.
- Occasional organic social media support (publishing content, community management, critical communications, and live real-time social media updates on event days), occasional website content updates (Wordpress) and occasional use of the CRM (MS Dynamics).

## **Extent of authority**

- Prioritising and planning own workload to meet objectives.
- Liaison with other staff without referral.

## **Initiative and authority**

- Initiative in recommending to the Digital Marketing Manager the areas to be considered as part of overall digital strategies.
- Initiative in anticipating and solving own problems and informing of the impact on other areas as appropriate.

## **Values and behaviours**

To behave in a manner that reflects the charity's values.

To contribute to the overall development of the charity.

To ensure all actions undertaken comply with GDPR.

To contribute towards regular reviews of risks and take steps to reduce them.

To be aware of health and safety issues and obligations.

To represent the charity as and when required.

To undertake other such tasks as required by line manager.

A commitment to and an understanding of disability issues, equal opportunities and diversity.

To always demonstrate role model behaviour.

<b>1. Experience</b>	
• Experience of a digital role in an organisation including working across email marketing, PPC and paid media (extensive organic social media experience will also be considered)	Essential
• Good understanding of user experience	Essential
• Experience of monitoring, evaluation and reporting on digital marketing	Essential
• Understanding of the latest trends, technologies and standards	Essential
• Experience of using Google Analytics/Search Ads/SEO	Desirable
• Experience of coaching, advising and supporting other teams in using digital marketing channels	Desirable
<b>2. Personal qualities and knowledge</b>	
• Committed, self-motivated, proactive and creative	Essential
• Planning - The ability to develop and implement clear and robust plans for self and others to follow.	Desirable
• Leadership - The ability to set instructions whilst empowering others to accomplish tasks. Demonstrates flexibility by adopting a management style to the given situation.	Desirable
• Organisational skills - The ability to manage own time and tasks effectively, keeping on top of multiple projects and prioritising effectively. Taking an approach that is results orientated and systematic making you personally effective in managing own workload. Ability to work under pressure and to tight deadlines to a high standard.	Essential
• Ownership and accountability - The ability to accept responsibility for own area of work, identifying critical elements and working in a pro-active/solution focused way to achieve.	Essential
• Team work - The ability to accept responsibility for own area of work, identifying critical elements and working in a proactive/solution focused way to achieve. Strong interpersonal skills and ability to build effective working relationships	Essential
• Communication - The ability to represent Muscular Dystrophy UK effectively and professionally. Produces clear and effective communications appropriate to the audience, utilising the most appropriate channel and in keeping with brand guidelines.	Essential
• Self-development - The ability to constantly challenge and improve self and others demonstrating ambition for self and charity to achieve goals.	Essential
• Volunteers and supporters - The ability to work effectively with volunteers and supporters to deliver business goals. Recognises the value and contribution of volunteers and supporters – empowers others through provision of support, coaching and training. Sensitive and empathetic when liaising with supporters, beneficiaries and their families	Essential

<ul style="list-style-type: none"> <li>• Flexible and willing to work extra hours as necessary to accommodate busy workload.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Strong attention to detail and accuracy</li> </ul>	Essential
<b>3. Details</b>	
<ul style="list-style-type: none"> <li>• Hours – 35 per week</li> </ul>	
<ul style="list-style-type: none"> <li>• Holidays – 25 days</li> </ul>	