

Digital Marketing Officer Job Description

Job title: Digital Marketing Officer

Hours: Full time - 35 hours per week (flexible working considered)
(Hybrid working available)

Location: Head Office, London

Contract: Permanent

Reports to: Head of Communications and Marketing

Wider department: Communications Manager, Communications Officer,
Senior Digital Communications Officer

Job purpose:

The Digital Marketing Officer is responsible for planning and implementing successful integrated marketing campaigns in support of the charity's fundraising activity with direction from the Head of Communications and Marketing. They will champion and develop The Sick Children's Trusts' corporate identity and brand as well as develop high quality and engaging content to help raise awareness among key audiences.

Key responsibilities:

1. Develop integrated marketing plans to promote The Sick Children's Trust's fundraising activities
2. Working with external designers, manage and produce fundraising materials for events and fundraising campaigns with a focus on digital assets
3. Manage monthly e communications to supporters
4. Evaluate the success of activities and tactics against objectives and KPIs
5. Manage the design, production, and printing of promotional merchandise
6. Build good relationships with external suppliers such as design agencies
7. Work with the Head of Communications and Marketing to develop the charity's brand and champion this both internally and externally
8. Create content for social media including Facebook and Instagram advertisements for our fundraising activity
9. Manage own performance to achieve personal objectives and support others in area/s of own expertise when the need arises
10. Maintain excellent working relationships with the Fundraising Team
11. Duties may vary from time to time as determined by service and the charity's need

The post holder will be required to carry out such duties as receiving general telephone enquiries and dealing with general office administration as befits a small office environment, and to ensure they can work in a self-sufficient way when working from home.

Person specification

		Essential	Desirable
Experience	Demonstrable experience within a similar marketing / communications role	X	
	Experience of delivering robust integrated marketing plans and the ability to lead these	X	
	Experience of working in the voluntary sector		X
	Experience of working effectively without close supervision, and coming up with solutions as challenges arise	X	
	Experience of managing own workload effectively and planning and organising work to meet deadlines		X
	Experience of working with external suppliers including designers and printers to manage the production of marketing collateral		X
	Experience of working successfully with a range of stakeholders at different levels	X	
	Experience of developing and implementing digital fundraising campaigns	X	
	Experience of using email communications platforms		X
	Experience of working closely with fundraising teams		X
Skills, abilities and personal attributes	Excellent written and oral communication skills	X	
	Able to produce accurate work to a high standard at all times	X	
	Uses initiative to perform tasks well and demonstrate pro-active thinking	X	
	Ability to think creatively	X	

	Able to develop positive working relationships with a range of people internally and externally, individually and as part of a team	X	
	Ability to develop and maintain sensitivity, respect and understanding of people linked with the organisation	X	
Knowledge	Knowledge of Microsoft Office software	X	
	Knowledge of Adobe design packages including In-design and Photoshop		X
	Understanding of digital marketing, including email and social media	X	
	Experience of using website CMS systems		X
	Excellent knowledge of marketing tactics and communications channels	X	
Other requirements	Commitment to working outside of normal office hours, at weekends and away from home when required	X	
	Willingness to take accountability for own actions in the delivery of objectives	X	
	Commitment to working within the principles of equal opportunities	X	
	Commitment to the charities mission and values	X	