



## Senior Digital Marketing Officer

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<b>Job Title:</b>	Senior Digital Marketing Officer
<b>Directorate:</b>	Strategy and Transformation>Comms and Fundraising
<b>Location:</b>	Agile working from Tower Hill, London and homeworking
<b>Reporting to:</b>	Digital Fundraising Manager
<b>Responsible for:</b>	Digital Marketing Assistant

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### PURPOSE OF THE JOB

As Senior Digital Marketing Officer, you will have responsibility for creating and delivering digital marketing campaigns and activities to bring in new donors to St Mungo's, raise fundraising income, and increase St Mungo's profile with the general public.

As part of the Digital Fundraising Team, this role sits within Public Engagement which is responsible for raising public awareness of St Mungo's and raising over £8m unrestricted income annually from the general public in support of our vital work.

The role entails developing new ideas, content and campaigns to engage and attract supporters; delivering digital marketing campaigns; developing and implementing new donor communication strategies; and supporting the Digital Fundraising Manager in achieving key programme objectives.

### KEY RESPONSIBILITIES

- Developing, delivering and managing fundraising and marketing campaigns on digital channels including paid social media, email, search and display.
- Sourcing and creating content for use across campaigns and channels.
- Following all income, expenditure and data processes including invoice logging and expenditure tracking, donation page set up, donation coding and data selection processes.
- Supporting growth and improvement in the digital fundraising programme through conducting analysis, reviews, reporting on activity, developing new ideas, implementing testing and supporting team planning.
- Supporting team development through cross skilling, collaboration, managing projects to improve ways of working, developing processes and tools.
- This role may have opportunities to line manage junior members of staff and volunteers.

### DIGITAL MARKETING

- Develop, deliver and manage digital marketing campaigns across a range of channels (including paid social, display, search, email) to a high standard and to schedule.
- Source, gather and create content, including case studies and photography, for use in digital marketing.
- Proactively problem solve issues and challenges on campaigns, making recommendations for solutions and escalating as needed.
- Deliver all campaigns and supporter communications to a high standard, in keeping with brand and compliance requirements, and supporting high quality supporter journeys.
- Model targets for campaigns, monitor results and performance, produce reports and analysis for

activity with learnings and recommendations.

## **SUPPORTING THE TEAM**

- Identify opportunities to improve team processes and ways of working, and proactively lead on projects to deliver improvements.
- Support the Digital Fundraising Manager and Assistant Head of Public Engagement (Digital) with team planning, annual team plan development and budgeting.
- Support accurate income and expenditure tracking for campaigns, including required financial processes.
- Proactively support skill sharing and development across the team, including through creating process documents, processes, training and mentoring others.
- Keep abreast of regulations and compliance requirements in fundraising and digital marketing and ensure all activity is delivered in line with relevant laws and regulations.

## **TESTING AND IMPROVEMENT**

- Identify opportunities and ideas for new digital marketing activity, develop business cases and rationale for testing.
- Seek opportunities to optimise campaign activity, identifying and implementing testing, identifying and acting on learnings, seeking continuous improvement.
- Identify opportunities for, and deliver, analysis on activity to build team insight and knowledge to support continuous program improvement and growth.

## **RELATIONSHIP MANAGEMENT**

- Work closely with other teams to identify needs for digital marketing and collaborate on campaign delivery.
- Manage agency relationships as required to deliver campaigns and activity, including briefing, project management, negotiation and performance management.
- Make sure relevant people and teams are briefed and involved as required in campaign development, set up, and delivery, including data, supporter care and website teams.

## **GENERAL**

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

# PERSON SPECIFICATION

## Senior Digital Marketing Officer

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Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or supporting statement to demonstrate your capabilities, in relation to the essential requirements in the person specification below. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

### ESSENTIAL REQUIREMENTS

#### Experience, Skills, Knowledge and Abilities – required for application form:

1. Experience of independently managing multiple direct marketing campaigns, through all stages from planning to review, delivering to tight deadlines and a high standard, managing any competing priorities effectively.
2. Creative thinking - Ability to design and deliver new activities, campaigns, processes and performance monitoring from scratch with excellent and demonstrable problem-solving skills. Has the ability to use own initiative and apply creative thinking to explore and identify solutions.
3. Experience of building strong working relationships with external agencies, suppliers, colleagues, and internal stakeholders.
4. Experience sourcing, developing and creating content and assets for marketing campaigns and digital platforms.
5. Demonstrable knowledge and understanding of digital marketing and charity fundraising, including core principles, best practice and new trends.

#### The below Experience, Skills, Knowledge and Abilities will be assessed at different stages of the recruitment process and throughout induction and training:

6. Attention to detail with a high level of accuracy and quality in completed work. This includes ability to proofread, use accurate calculations and formulas in excel documents and reports, and maintaining accurate records of supporters, performance, costs and invoices.
7. Excellent numerical and analytical skills, able to assess campaign performance and investigate data with strong Excel skills.

#### The following are required of all roles with St Mungo's. However, you do not need to address these in your application.

- Genuine interest in and commitment to St Mungo's work and client group.
- An understanding of and commitment to diversity & equality.
- Willingness and ability to work hours outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.

**In the selection testing/interview process, we will be assessing candidates against the following competencies:**

<b>COMPETENCY</b>	<b>PRIMARY INDICATORS</b>
<b>Improving and Innovating</b>	<ul style="list-style-type: none"> <li>• Is open to new ideas, improvement and change.</li> <li>• Handles situations and problems with innovation and creativity.</li> <li>• Shows commercial and financial awareness.</li> </ul>
<b>Interacting and Influencing</b>	<ul style="list-style-type: none"> <li>• Takes responsibility and demonstrates values-driven leadership.</li> <li>• Shows self-awareness.</li> <li>• Works well with other people.</li> <li>• Collaborates and networks effectively internally and externally.</li> <li>• Shows sound communication and influencing skills.</li> </ul>
<b>Understanding and Doing</b>	<ul style="list-style-type: none"> <li>• Able to find and analyse relevant written and numerical information and use it to make sound judgements.</li> <li>• Able to think strategically.</li> <li>• Demonstrates the necessary technical skills and aptitudes at the level that are required for the role.</li> <li>• Has good writing skills at the level required for the job.</li> <li>• Plans, organises and manages time well.</li> <li>• Demonstrates compliance and accountability.</li> </ul>
<b>Involving and Including</b>	<ul style="list-style-type: none"> <li>• Builds client/stakeholder involvement into all activities.</li> <li>• Is client and customer focused.</li> <li>• Aware of own level of cultural competence and proactively seeks to develop.</li> <li>• Actively promotes equality, diversity and inclusion among colleagues and clients.</li> </ul>
<b>Managing and Empowering (for managers only)</b>	<ul style="list-style-type: none"> <li>• Builds a high performing team.</li> <li>• Provides staff with clear direction and support.</li> <li>• Motivates, supports, enables and promotes the wellbeing of their team.</li> <li>• Manages the operational aspects of their function efficiently.</li> <li>• Implements plans, strategies and services effectively.</li> <li>• Actively contributes to service growth.</li> </ul>