Job Description

Job Title: Performance Marketing Specialist

Responsible To: Digital Marketing Lead

Job Purpose:

The Performance Marketing Specialist will lead Acorns paid digital advertising and conversion rate optimisation, helping more people find, support and engage with Acorns as donors, event participants, volunteers, shoppers and supporters. Working within the Digital Marketing team in Marketing and Communications, the role will plan, deliver, optimise and report on paid campaigns across Meta, Google Ads and other platforms for teams across the organisation.

The role will have a particular focus on turning ad spend and website traffic into measurable outcomes, improving campaign landing pages and key supporter journeys, and ensuring conversions are tracked accurately. It will work with teams across Acorns and external partners, including the Google Ad Grant agency and media agencies, to make sure paid activity delivers clear impact and value for money. It will also work closely with the Donor Experience team to support digital fundraising and supporter journeys.

Main Duties:

Paid Media Management

- Plan, build, manage and optimise paid campaigns on Meta (Facebook and Instagram) and Google Ads, and on other platforms such as LinkedIn, YouTube and Microsoft Ads where appropriate, for fundraising, events, retail, volunteering and appeals.
- Manage paid media budgets on behalf of internal teams, pacing spend so budgets are used effectively and within agreed timescales.
- Test audiences, creative, formats, placements and bidding strategies, applying learning to improve performance.
- Evaluate new platforms, formats and channels, and make recommendations on where Acorns should invest.
- Work with the Google Ad Grant agency to maximise the value of the grant and ensure activity supports wider priorities.
- Act as the in-house paid media specialist when Acorns works with external media agencies, including briefing, tracking setup and performance review.
- Ensure paid activity complies with platform policies, including restrictions that apply to health-related charities, and with Acorns brand and approval processes.

Conversion Rate Optimisation

- Lead conversion rate optimisation on campaign landing pages and key supporter journeys such as donating, event sign-up and volunteering.
- Use GA4, Microsoft Clarity and other behaviour insight to identify barriers to conversion and opportunities for improvement.
- Plan, run and evaluate A/B and split tests, documenting results and sharing learning.
- Build and improve campaign landing pages in WordPress in line with Acorns brand, accessibility and SEO standards.

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- Work with colleagues across the Digital Marketing team and other departments to improve the journeys paid campaigns send people to.

Tracking and Measurement

- Set up and check conversion tracking for campaigns using Google Tag Manager, GA4, platform pixels and Google Ads, following the Acorns measurement playbook.
- Ensure campaign links follow Acorns UTM standards and are recorded in the UTM registry.
- Monitor data quality, identify tracking issues and escalate complex technical issues to the Digital Marketing Lead and external specialists.
- Ensure tracking respects consent and complies with data protection requirements.

Reporting and Insight

- Report on paid media and conversion performance for internal teams, including Fundraising, Events and Retail.
- Contribute paid media and conversion insight to monthly and quarterly digital reporting.
- Maintain and develop dashboards and reporting tools so stakeholders can access performance information.
- Turn performance data into clear, practical recommendations on budget, targeting, creative and landing pages.

Planning and Stakeholder Engagement

- Work with colleagues across Fundraising, Events, Retail and other teams to agree campaign objectives, targets, budgets and briefs.
- Work closely with the Donor Experience team, including the Digital Development Manager, to support digital fundraising activity and supporter journeys, making sure paid campaigns and landing pages connect well with how new supporters are welcomed and supported.
- Support the Digital Marketing Lead in planning paid activity across the year and help develop an always-on approach to digital acquisition.
- Advise colleagues on paid media and conversion best practice, helping set realistic expectations and build understanding of digital performance.
- Document processes and share knowledge so that ways of working are sustainable and resilient across the team.

Infection Prevention and Control

All Employees and Volunteers of Acorns will be expected to follow all infection prevention and control policies and procedures to ensure a safe and healthy environment. This includes maintaining best hygiene practices, using personal protective equipment (PPE) as required, and adhering to safety protocols to minimise the risk of infection. It everybody's responsibility to promote a clean and safe environment for staff, children, young people and their families.

Health and Safety

All Employees and Volunteers of Acorns are required to comply with all health and safety policies and procedures in accordance with the Health and Safety at Work Act 1974. This includes taking reasonable care of their own health and safety, as well as that of others who may be affected by their actions. The role involves using personal protective equipment (PPE) when necessary, following established safety protocols, reporting hazards or unsafe conditions, and participating in health and safety training. All Employees and Volunteers of Acorns must actively contribute to maintaining a safe and healthy environment and

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cooperate with the employer to ensure compliance with relevant health and safety legislation.

Environmental sustainability

All Employees and Volunteers of Acorns are required to support in minimising environmental impact wherever possible, including recycling, switching off lights, computers, monitors and equipment when not in use. Helping to reduce paper waste by minimising printing/copying and reducing water usage, reporting faults and heating/cooling concerns promptly and minimising travel. Where the role includes the ordering and use of supplies or equipment the post holder will consider the environmental impact of purchases.

Safeguarding

Acorns is committed to safeguarding and promoting the welfare of children and adults and expects all staff and volunteers to share this commitment. It is the responsibility of all staff to always safeguard and protect children and adults at risk, staff must report any concerns as per safeguarding policies and procedures which are available on Acorns internal systems. Every staff member must undertake regular mandatory safeguarding training at a level relevant to their role.

Data Protection and Confidentiality

All Employees and Volunteers of Acorns are required to comply with all relevant data protection laws, including the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). This includes ensuring the confidentiality, integrity, and security of personal and sensitive information. All Employees and Volunteers of Acorns must handle all data in accordance with organisational policies and procedures, ensuring it is only used for its intended purpose and is not disclosed to unauthorised individuals. The role may involve safeguarding personal data, reporting any data breaches, and always maintaining strict confidentiality to protect both individuals' privacy and the organisation's legal obligations.

Equality, Inclusivity and Diversity

All Employees and Volunteers of Acorns are required to promote and uphold the principles of equality, inclusivity, and diversity in all aspects of their work. This includes ensuring that all individuals are treated with respect and fairness, regardless of their race, gender, age, disability, sexual orientation, religion, or any other characteristic protected by law. All Employees and Volunteers of Acorns must comply with relevant legislation, including the Equality Act 2010, and contribute to creating an inclusive environment that values diverse perspectives. The role involves actively challenging discrimination and bias and supporting the organisation's commitment to providing equal opportunities for all.

CQC Regulatory Body

Acorns is regulated by Care Quality Commission (CQC). All Employees and Volunteers of Acorns support with and influence compliance with the Care Quality Commission (CQC) regulations and support the organisation in maintaining high standards of care and service delivery. This includes an awareness and knowledge of the Key Lines of Enquiry (KLOEs). All Employees and Volunteers of Acorns will work closely with senior management to ensure that the service meets the CQC's five key domains: Safe, Effective, Caring, Responsive, and Well-led, while promoting continuous improvement and high-quality care for all children, young people and families.

Other Duties:

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1. To act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
2. To contribute to Acorns fundraising aims by raising awareness with your stakeholder groups about how vital fundraising is to the charity's mission and sharing opportunities for fundraising support
3. To put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
4. To ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
5. To actively participate in an annual performance and development review process and any training and development identified to further enhance your role with Acorns.
6. Promote a coaching culture within Acorns and provide coaching expertise as a resource across the organisation.
7. Be innovative, commit to continuous learning, researching new ideas, monitoring new technology advancements, sharing good practice across the team and colleagues
8. To carry out any other reasonable duty as requested by your line manager.

Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.

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Person Specification: Performance Marketing Specialist

	Essential	Desirable
Qualifications	> A good level of education and digital confidence and capability	> Google Ads or Meta Blueprint certification > Relevant digital marketing qualification such as CIM or DMI
Experience	> Proven hands-on experience planning, running and optimising paid campaigns on both Meta Ads and Google Ads > Managing paid media budgets and pacing spend across several campaigns Conversion rate optimisation, including analysing user journeys, running A/B or split tests and improving landing pages > Setting up and checking conversion tracking, for example with Google Tag Manager, GA4 or platform pixels > Reporting on campaign performance to non-specialist stakeholders	> Charity or not-for-profit experience > Other paid platforms such as LinkedIn, YouTube, TikTok or Microsoft Ads > Google Ad Grants > Working with media agencies > Lead generation campaigns such as Meta lead forms Building or editing pages in WordPress
Knowledge	> Strong working knowledge of GA4 for analysing campaign and website performance > Understanding of attribution, conversion measurement and the impact of consent on reporting > Understanding of UK GDPR, PECR and consent requirements for advertising and tracking	> Looker Studio, BigQuery or SQL > Advertising policies for health-related or charity advertisers > Accessibility and SEO good practice for landing pages
Skills and Abilities	> Strong analytical skills, with the ability to turn data into clear, practical recommendations > High attention to detail and accuracy > Ability to work independently and manage multiple campaigns, budgets and stakeholders > Strong written and verbal communication skills > Ability to document processes and share knowledge to support sustainable ways of working	> Confident using AI tools to work more efficiently > Basic HTML or CSS
Behaviours	> Build collaborative relationships across the organisation, creating a culture of cross function working. > Positive, enthusiastic approach and can-do attitude. > Curious, always seeking to understand and improve experience of customers. > Open to change and continuous improvement. > Innovative mindset and passionate about learning. > Commitment to the Acorns strategy and its success. > Driven in your approach to strive for excellence and build lasting partnerships for Acorns. > Passionate and committed to Acorns mission and values; willingness to learn, test new approaches and work across teams	

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Terms and Conditions of Employment

Job Title:	Performance Marketing Specialist
Responsible To:	Digital Marketing Lead
Location:	Acorns House 103 Oak Tree Lane Birmingham B29 6HZ Plus home working
Salary:	£35,000 to £38,000 per annum
Notice:	8 weeks
Hours:	37.5 hours per week
Holidays:	27 days plus statutory bank holidays
Pension:	Contribution to Group Personal Pension Plan or NHS Pension Scheme (if already in scheme)
Life Assurance:	Acorns Group Life Assurance Scheme or NHS Pension Scheme Life Assurance

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.

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