



Job Description

Job Title: Digital Marketing Manager

Responsible to: Head of Marketing and Communications

Job Purpose:

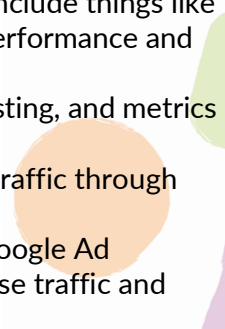
To shape and deliver the digital presence of the organisation, inspiring support, driving engagement and helping to raise essential funds for our work. The role will be responsible for the development and execution of innovative digital marketing strategies across web, email, SEO, paid search and social channels.

The postholder will lead the Digital Marketing Team.

Key Accountabilities:

- > Develop and lead the digital marketing strategy for Acorns Children's Hospice, ensuring it responds to the needs of the charity, drives supporter engagement, and delivers on organisational objectives.
- > Co-ordinate the planning and delivery of multi-channel digital marketing plans, from start to finish, working collaboratively with the wider marketing team, and other teams across Acorns Children's Hospice.
- > Provide timely updates, analysis and reports on the performance of digital marketing channels, monitoring the effectiveness of specific channels and providing insight and advice on performance indicators and targets.
- > Provide detailed financial analysis to feed into wider business forecasts and budgets.

Main Duties:

- > To work with the Head of Marketing and Communications to develop and manage the digital marketing strategy.
 - > Execute successful multi-channel digital marketing campaigns, from planning to execution, across website development, email marketing, paid search, affiliate marketing and SEO, to successfully deliver the digital marketing strategy.
 - > Manage and mentor a team of digital marketing and content specialists.
 - > Manage website development, including CMS activities like page creation/layout, landing pages, website maintenance, on-page SEO and user experience updates.
 - > Implementing UX and CX in to the overall supporter journey. This might include things like UX designed web pages, UX copywriting, and running A/B tests to test performance and improve the user experience.
 - > Devise and deliver effective email marketing campaigns, including A/B testing, and metrics like open rates and click rates, in order to optimise strategies.
 - > Managing the delivery of SEO strategy to improve organic position, web traffic through rank and page quality.
 - > Oversee the implementation of Paid Search Engine Advertising such as Google Ad campaigns and using Pay Per Click models of advertising to further increase traffic and donations.
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- > Work collaboratively with the Digital Fundraiser to maximise the impact of digital campaigns, sharing insights and data, and ensuring a joined-up approach to supporter journeys across marketing and fundraising activities.
 - > Work alongside the communications team to oversee consistently engaging social media advertising campaigns that reach our supporters and efficiently increase engagement.
 - > Understand how good copy fits into the overall digital marketing strategy.
 - > Manage google analytics, both tactically and strategically to understand online digital experience across the website and digital advertising channels.
 - > Monitor and evaluate the use of key social media channels and other digital platforms.
 - > Evaluate new platforms and channels, to provide recommendations on how they could be utilised to encourage supporter engagement.
 - > Keep up to date with developments such as AI, and assess their potential impact and opportunities for Acorns digital marketing and supporter engagement.
 - > Use analytical skills to quickly identify trends in complex data sets.
 - > Manage stakeholder needs and balance demands from multiple interested parties.
 - > Forecast and budget - defining and monitoring KPIs for prioritised digital channels.
 - > Work with design and content teams to depict brand guidelines across digital channels.
 - > Take the lead in developing and implementing digital innovations to support the charity.

Other Duties:

- > 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.
- > Put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
- > Research and share new ideas, trends and advances in digital marketing to enhance practice.
- > Use excellent attention to detail, deliver all work accurately, ensuring campaigns and content are proofread, edited and signed off appropriately.
- > Ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
- > Actively participate in an annual performance and development review process and any training and development identified to further enhance your role with Acorns.
- > Promote a coaching culture within Acorns and provide coaching expertise as a resource across the organisation.
- > 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.



Person Specification – Digital Marketing Manager

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> > Digital qualification or extensive experience of working in the digital landscape. > Good standard of general education 	<ul style="list-style-type: none"> > CIM certificate or diploma or equivalent
Experience	<ul style="list-style-type: none"> > Extensive experience in leading and managing digital marketing teams > Experience in managing and exploiting digital marketing data > Thorough understanding of customer segmentation and target marketing principles and practices > Experience of a variety of CMS platforms with good knowledge of available and upcoming functionality > Thorough knowledge of driving direct marketing campaigns using digital marketing channels > Practical experience of using an email provider service like Mailchimp/DotDigital etc. > Website development experience, including CMS activities > Conversion rate optimisation or UX optimisation experience > Understanding of applicable digital and data legislation > Experience of analytics, using Google Analytics, SEM Rush and other similar platforms > Experience of delivering digital initiatives that have had measurable outcomes. > Experience developing testing strategies and tracking performance online using tools like Google Analytics. 	<ul style="list-style-type: none"> > Knowledge of digital marketing in the not-for-profit sector or in fundraising > You'll have experience in successfully managing projects that engage and rely on staff, consultants and / or suppliers.
Skills & Abilities	<ul style="list-style-type: none"> > A data-driven mindset, turning insight into action. > Effective time management, communication, and collaboration skills > Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities to meet agreed objectives. > Strong understanding of audience segmentation and donor relationships > Excellent technology skills and CRM systems > Ability to adapt communication styles to the audience > Established planning and project management skills > Excellent organisational skills with real attention to deadlines and detail. > Outstanding communications skills including the ability to develop close working relationships and build the trust of colleagues. > A high standard of written and oral communication. 	<ul style="list-style-type: none"> > Knowledge of Donorfy. > Knowledge of Dot Digital.
Other	<ul style="list-style-type: none"> > Willing and able to travel independently across the Acorns region > Willing to train and learn new skills. > An analytical mind set with a creative, innovative approach to problem solving. > A team player but also someone who can work independently when required. > Ability to prioritise and work effectively under pressure to deliver targets. > Willing to work outside agreed hours as required. 	
Behaviours	<ul style="list-style-type: none"> > Will challenge the status quo, as an expert in digital marketing > Positive, enthusiastic approach and can-do attitude > Curious, always seeking to understand and make improvements for the experience of customers > Open to change and continuous improvement > Innovative mindset and passionate about learning > Commitment to the Acorns strategy and its success 	



Terms And Conditions of Employment

Position:	Digital Marketing Manager
Reporting To:	Head of Marketing and Communications
Location:	Nearest Acorns Hospice, with travel across the Acorns region
Salary Range:	£37,500 per annum
Notice:	12 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/Health & Safety handbook, which must be read and observed.