

## Job Description

### Digital Marketing Manager

#### FC1908



#### **Role Details**

**Title:** Digital Marketing Manager

**Reports to:** Head of Communications

**Responsible for:** Digital Content Manager and Digital Marketing Officer

**Location:** Central London with occasional overseas travel

**Hours:** Full time. 35 hours a week, 9am to 5 pm, Monday to Friday

**Salary:** £49,003 per annum

**Contract type:** Permanent

**Closing date:** Thursday 9 May 2019

### About Brooke

Brooke is an international animal welfare charity working to improve the lives of working horses, donkeys, mules and the people who depend on them.

### Our vision and mission

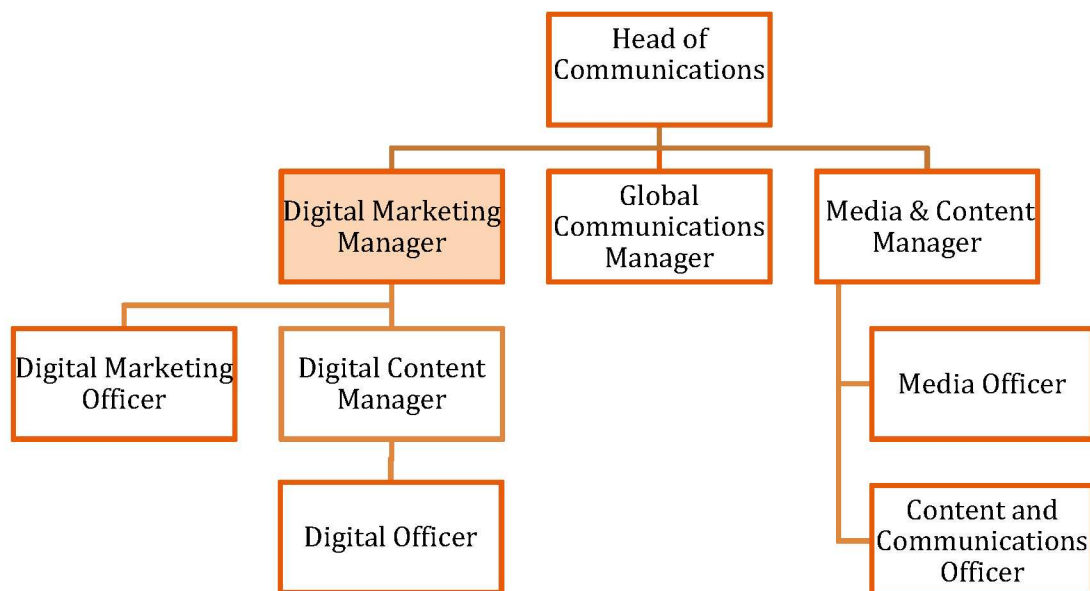
Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

### Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

### Department Structure and Position of the role



### Purpose of Role

This key role will drive the digital engagement strategy working in a facilitative way across FundComm department and, as appropriate, other departments in the organisation touched by the implementation of the strategy (e.g. IS, programmes, Finance). The main focus is digital marketing in support of fundraising marketing strategy and activities through planning, evaluation and support for product development. The role is facilitative, enabling and working across FundComm teams to deliver journeys and products.

### Key Responsibilities and Duties

#### Strategy

- Oversees development of digital engagement strategy across existing processes, supporting FundComm division to deliver content, products, technology and skills/training needed to reach fundraising and profile building objectives
- Takes part in the organisational and divisional strategic planning.

#### Planning

- Leads on planning and development of digital audience journeys, monitors performance and advises on changes
- Develops and manages overall email schedule for FundComm and
- Working alongside colleagues develops the email schedule to ensure supporters receive acceptable amount of email messages
- Oversees and monitors the implementation of digital supporter journeys & automation
- A key stakeholder in the development of digital products, supporting staff across FundComm in their roles
- Contributes to the development of an integrated planning model (driven by Heads of Department and managers) which is audience focussed
- Ensures that lessons from previous projects and audience insight from brand research, social media campaigns or fundraising insights are being fed into new plans
- Is a key stakeholder in evaluation and design of old/new products

- Supports Digital Content Manager in long-term content planning

### Management

- Line manages Digital Marketing Officer and Digital Content Manager, supporting them to deliver their objectives and projects
- Supports Senior Digital Marketing Officer in the Fundraising team to help them deliver their objectives and projects
- Working with fundraising colleagues, defines the agencies needed to deliver digital engagement strategy, appoints and manages some of them directly.
- Reviews service level agreements (SLAs) on behalf of the FundComm to ensure efficient and effective services are provided to Brooke at all times.

### Evaluation

- Working with colleagues in the division, helps set audience engagement targets, works with relevant colleagues to set up systems to be able to regularly monitor progress against them and communicates lessons learnt to the division and wider organisation
- Supports the development of technology and data flows to enable the up-to-date tracking and reporting of online income

### Training & recruitment support

- Supports HR and FundComm managers and wider organisation in the development of job descriptions and recruitment of staff with relevant digital skills and behaviours
- Supports HR in the digital skills programme development for staff and specialised digital roles
- Supports teams in the division and wider organisation in planning and evaluating digital work and products

### General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.



- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures

### Person Specification

*The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.*

Knowledge and experience		E	D
1	Experience of planning and managing online journeys (especially via email) across (online) channels for marketing and/or fundraising	X	
2	Excellent communication skills - can adjust communication style to audience. Strong influencing skills - internally and externally.	X	
3	Working respectfully, effectively and collaboratively with others in the division, organisation and externally to deliver effective outcomes	X	
4	Experience of managing digital and digital marketing agencies	X	
5	Understand the principles of designing products with users	X	
6	Can interpret Google Analytics, social media or email data and translate them into valuable insight	X	
7	Makes decisions based on logic, rational evidence, evaluation and learning from previous projects and an awareness of associated risks	X	
8	Actively looks for digital solutions to problems team/organisation is trying to solve	X	
9	Is aware of and fully committed to data protection o use and manage data needed for their job	X	
10	Experience of developing and implementing a digital strategy in a small to medium organisation		X
11	Experience of involving users in product development		X
12	Experience of leading a digital team		X

### Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
<b>Self-Management</b>	Taking responsibility for own actions, behaviours and outcomes
Learning	Taking responsibility for own learning and fostering growth and development in others
<b>Relationship Building</b>	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
<b>Planning and Organising</b>	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
<b>Effective Decision Making</b>	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission
<b>Change and Improvement</b>	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
<b>Collaboration and Cooperation</b>	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes
<b>Communication &amp; Influence</b>	Communicating clearly, concisely and compellingly in a manner that is appropriate

to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals

### Employee Benefits:

Brooke has a competitive benefits package. To find out more, please visit:

<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at [recruit@thebrooke.org](mailto:recruit@thebrooke.org)