

Job Description

Senior Digital Marketing Officer

FC1912



Role Details

Reports to: Head of Individual Giving

Location: Southwark, London with potential for occasional overseas travel. Please note our office is moving to Fenchurch Street at the end of September 2019

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

Salary: £36,436 per annum

Contract type: Permanent

Closing date: 23 July 2019

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.

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.

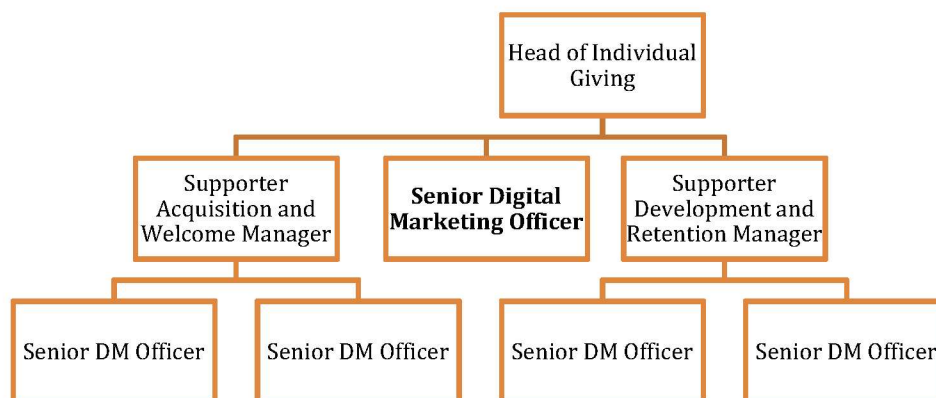
We reach over 2 million working animals across Africa, Asia, Latin America and the Middle East. Our staff include vets, animal welfare experts and advocacy and development specialists.

Our aim is to equip local people with the knowledge and skills to give their horse, donkey or mule a better life.

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



This role sits within Direct Marketing which is part of the Individual Giving (IG) team. The post holder will report to the Head of Individual Giving with oversight from the Direct Marketing Managers for relevant projects. About 60% of the workload will relate to Acquisition and Welcome, and 40% to Retention and Development. Individual Giving is responsible for raising income in the UK from individuals, through various methods to support Brooke's international projects. Other teams in IG are the Legacy

team and the Community and Corporate Fundraising team. This role will also work closely with the Digital Marketing Manager and wider digital team in the Communication team.

Purpose of Role

The Senior Digital Marketing Officer is responsible for the implementation, management and delivery of a portfolio of digital acquisition, welcome and stewardship campaigns in order to achieve net income/new donor targets, and to drive individuals through Supporter Journeys within the Supporter Development and Retention programme as well as other fundraising areas such as Legacy, Events and Partnership Fundraising. The postholder will proactively work with Communications/Digital teams to deliver income objectives and help IG colleagues build up their digital skills.

Key Responsibilities and Duties

- To project manage digital campaigns and activities using a data-driven approach and in collaboration with the Digital Marketing Manager. This includes briefing on and agreeing data for target audiences and using this to develop, implement, manage, monitor and evaluate campaigns to these audiences. Campaigns will focus on one or more of the following: acquisition of new donors, welcome communications, retention, engagement and other ongoing digital fundraising development. They may be purely digital or they may involve integrating digital with existing or new offline activity e.g. optimising our DRTV activity with digital support or integrating with warm campaigns.
- As directed by the Direct Marketing Managers, manage annual budgets relating to specific audiences and campaigns and to contribute to the overall budget setting process for the Direct Marketing Team.
- To manage and deliver agreed personal and team income targets, and ensure regular monitoring and managing of income targets and expenditure. To proactively alert the Direct Marketing Managers if income and expenditure targets are not going to be met.
- To provide regular updates and reports on income and expenditure to date, and forecasts for the income/expenditure to the year end. To work closely with other fundraising staff and the Finance department to resolve queries and anomalies in income and expenditure figures.
- Working with the Digital Marketing Manager to research, appoint, manage on a day to day basis and monitor the work of external agencies using service level agreements (SLAs), including creative and digital agencies.. To review service level agreements (SLA's) to ensure efficient and effective services are provided to Brooke at all times, and if required, make suggestions for improvement.
- To accurately brief and work closely with internal teams and

agencies/suppliers to design and develop digital donor engagement, acquisition, welcome, retention and development campaigns from concept, data selection, copywriting, creative approval of digital advertising and other communication materials. To ensure that all materials produced are within Brooke's brand guidelines and fundraising tone of voice, and take account of other fundraising activities within Brooke as required.

- To work with the Content Team/Fundraising and Communication (Fundcomm) Colleagues/Agencies to ensure integrated and appropriate content is available for digital campaigns through collaborative content briefing and sourcing. To select and edit content for digital campaigns where appropriate due to short deadlines or when not cost-effective, to outsource (eg copy/content for ad hoc emails or paid social posts).
- To ensure that prices/quotes for campaign activities are competitive and cost effective for Brooke. To authorise invoices for activity within the post holder's responsibility. To deal with and resolve queries relating to invoices and payments.
- To provide high level of customer care when communicating with supporters and other key Brooke stakeholders as necessary, by telephone and in writing and in person e.g. at fundraising events.
- To interpret numerical and statistical information to produce evaluation reports before, during and after all digital campaigns. To work with the Digital Marketing Managers to analyse results and draw on key findings (financial & non-financial) and emerging trends to inform development and decisions on the programme for the current financial year. To highlight attention to any significant trends which may directly impact on the current or future year's strategy and communication plans.
- To maintain, develop and improve processes and procedures as necessary and ensure these changes are implemented effectively
- Liaise with Supporter Care and Finance teams and other staff as required regarding changes in processes and procedures.
- To keep abreast of any developments in the direct marketing and digital sectors for example maintaining up to date knowledge of digital fundraising approaches, best practice and opportunities to increase Brooke's fundraising income.
- To keep abreast of legal and regulatory requirements as they affect Direct Marketing and digital activity, for example, adhering to Data Protection regulations, Gift Aid legislation, Mailing and telemarketing preferences etc.
- Work with internal teams to gain content. Work with animal welfare colleagues and country co-ordinators to gain excellent stories we can use to inspire new and existing supporters.
- To effectively manage own workload to deliver projects to timescale and particularly to meet agreed deadlines, specifically predetermined campaign deadlines.
- To proactively work with Brooke's Digital Team to maximise digital fundraising plans and opportunities available to Brooke e.g. online platforms, Brooke websites, social media, email etc
- To identify opportunities to upskill colleagues in the Direct Marketing team with

digital knowledge and to work with these colleagues to embed digital integration into all campaign plans.

- To undertake any other duties not specified above and that are within the context and grade of this post.

General

- Follow 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 Managers.
- 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		Essential	Desirable
1	Digital campaign experience Demonstrable experience of planning and delivering effective digital marketing projects and supporter/customer journeys.	x	
2	Education & Digital Fundraising experience: Educated to GCSE level or equivalent with extensive Digital Fundraising experience across at least one of the following: email marketing, social media marketing (paid and organic), paid search and SEO, development and monitoring of online supporter/customer journeys and user experience.	x	
3	Income Generation: Proven track record of delivering digital marketing campaigns, achieving agreed (income) targets at agreed ROI with regular reporting against budgets and targets.	x	
4	Communication: Excellent interpersonal skills and able to interact effectively with a diverse range of people. Excellent verbal and written English skills ensuring communication face to face, via the telephone and in writing is of a high level.	x	

5	Creative development and innovation: Adept at developing creative content for digital campaigns, such as photo selection, copywriting for email, Facebook advertising etc., with an adaptable and innovative approach. Demonstrable understanding of user experience in project development.	x	
6	Relationship building: Proactive and proficient in developing strong working relationships with key stakeholders at all levels, and external partners.	x	
7	Analytical Skills: Proven research and analytical skills, with the ability to manipulate data and to present data in both statistical and written formats, using data to inform plans and decisions. E.g. Google Analytics	x	
8	Budgeting: Experience of producing budgets, reporting variances against the plan and re-forecasting.	x	
9	Planning: Proven track record of prioritising a varied workload and experience of handling multiple priorities, excellent time management skills, accuracy and keen attention to detail. Demonstrable experience of planning and delivering digital projects.	x	
10	Management: Experience of managing and working with third-party suppliers to agreed SLA's.	x	
11	IT: A good understanding and experience of working with databases, email marketing systems, data analytics tools, online collaboration tools, and Microsoft Office including Word, Excel, Outlook and PowerPoint.	x	
12	Skill-sharing: Experience of sharing digital knowledge to upskill colleagues and build digital understanding within a team.		x
13	Sector awareness: Up to date knowledge about digital marketing, fundraising, direct marketing and compliance	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
Self-Management	Taking responsibility for own actions, behaviours and outcomes

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