

## Job Description

### Digital Engagement Manager (maternity cover)

<b>Reporting to:</b>	Head of Marketing and Communications
<b>Staff responsibility:</b>	Senior Digital Engagement Officer Senior Social Media and Digital Optimisation Officer Senior Digital Fundraising Officer
<b>Salary:</b>	£35,000 per annum pro rata plus London weighting if applicable
<b>Location:</b>	Home based within the UK
<b>Holiday entitlement:</b>	25 days plus three discretionary days between Christmas and New Year and statutory holidays
<b>Terms and conditions:</b>	Full time, 35 hours a week. Fixed term until July 2023. The post holder may be required to work some evenings and weekends. Time off in lieu will be given in line with the charity's policy.

## About Bowel Cancer UK

We're the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We employ around 45 staff based in England, Scotland, Wales and Northern Ireland.

## Job summary

The Digital Engagement Manager is a vital role within the busy Marketing and Communications team taking the lead on managing and driving forward the organisation's digital marketing and communications including the website, social media, email marketing and paid advertising.

The postholder will work with the Head of Marketing and Communications to develop and deliver the digital element of the wider marketing and communications strategy and line manage the Senior Digital Engagement Officer, Senior Social Media and Digital Optimisation Officer and Senior Digital Fundraising Officer.

You'll play a lead role in maximising our digital marketing opportunities, raising the profile of the charity, communicating our news, information, services and campaigns to new and existing supporters, and using insights and data to drive engagement and growth across the organisation.

We have recently developed a digital strategy and roadmap and you will work closely with colleagues across the organisation to help implement relevant aspects in line with your role and responsibilities.

## **Main duties and responsibilities**

- Develop and manage the Senior Digital Engagement Officer, Senior Social Media and Digital Optimisation Officer and Senior Digital Fundraising Officer, ensuring they have clear objectives and receive training and development opportunities to enable them to perform their role effectively
- Lead on digital marketing plans for all major campaigns and projects across the organisation, ensuring they are integrated with our wider marketing and communication strategy
- Work across teams to provide digital communications advice, support, expertise and training at both a strategic and operational level, championing digital marketing best practice and ensuring teams utilise digital communication channels for their areas of work
- Lead the management, ongoing development and optimisation of our website to communicate our work, improve performance and increase traffic and engagement
- Lead the management of our email marketing platform (currently Campaign Monitor) and monthly supporter e-newsletter
- Lead the development of our SEO strategy to reach more audiences
- Lead the management and development of our social media channels to ensure that we communicate effectively with varying audiences to drive impact, awareness and engagement with campaigns across the organisation
- Lead the development of our paid advertising strategy (e.g. PPC, social media) to amplify campaigns, reach new audiences and drive conversions
- Oversee our Google Grant activity (agency-led)
- Lead on the monitoring, reporting and evaluation of our digital marketing and communications activity and use insights gained to implement test and learn frameworks to optimise engagement
- Responsible for meeting digital marketing metrics and KPIs
- Continue to develop and improve processes and ways of working to help with planning, project management and cross-team collaboration
- Work with the wider Marketing and Communications team to advise and support on best practice and performance of content

- Work with colleagues to play a role in digital transformation across the charity including work to improve our database and wider systems integration as well developing our supporter journeys
- Manage our relationship with digital agencies ensuring work is completed on time and to budget
- Keep up to date with the latest trends, technologies, standards and developments in digital communications
- Manage the digital engagement budget
- Share out of hours cover of digital communication channels
- Carry out other relevant duties as required by the Head of Marketing and Communications or wider Research and External Affairs team

## **Person specification**

### **Qualifications and experience**

- Significant experience of working for a charity or not for profit
- Significant experience and expert knowledge of working across a range of digital communication platforms, including website CMS, email marketing, social media management and analytics tools
- Significant experience of monitoring, evaluating and reporting on digital channels and engagement
- Line management experience
- Experience of content design, creation and optimisation to increase reach and engagement
- Experience of managing relationships with agencies and freelancers
- Experience of financial and budgetary management (desirable)

### **Knowledge, skills and abilities**

- Excellent copywriting and editorial skills
- Strong planning, project management and organisational skills
- Excellent interpersonal skills, able to build effective working relationships and influence a range of stakeholders
- Knowledge of Google suite including analytics
- Ability to work under pressure and to tight deadlines to a high standard
- Ability to manage a busy workload and keep on top of multiple projects
- Excellent knowledge of latest trends, technologies, standards and development in digital marketing and communications
- Proven ability to think strategically and create and implement digital communication plans
- Strong attention to detail

## **Personal qualities**

- Proactive, creative and enthusiastic
- Self-sufficient as well as able to work as part of a team
- Sensitive and empathetic when liaising with supporters, patients and their families
- A strong commitment to the work of Bowel Cancer UK and empathy with the experiences of people affected by bowel cancer