

	<b>Job Title</b>	Digital Marketing Manager	<b>Level</b>	4
	<b>Contract Type</b>	Permanent	<b>Hours</b>	37.5
	<b>Country / Area / Team</b>	Bath, UK	<b>Days</b>	5
	<b>Salary range</b>	£28,210 – £38,166 depending on skills and experience		
	<b>Key Contacts</b>	Head of Fundraising Operations; Head of Communications, Senior Individual Giving Manager; Digital Executive; Supporter Care Manager; Data Analyst Manager		
	<b>Reporting to</b>	Head of Public Fundraising		
	<b>Line Management Responsibility</b>	Digital Fundraising Executive		

Send a Cow is an international development charity providing training, and ongoing support to smallholder farmers in Africa. We give families living in poverty and their communities the hope and the means to secure their own futures from the land, in line with our vision of a confident and thriving rural Africa.

This post sits within the Public Fundraising team at Send a Cow that recruit and engage the general public who support our work through Community, Events and Individual Giving initiatives, appeals, virtual gifts regular giving and advocacy. In addition, the role provides excellent service to the rest of the Development including Comms, Partnerships and Programme Funding and the HR Team.

### **Main purpose of the role**

Supporting the Head of Public Fundraising to implement, monitor and develop the digital marketing strategy, leading on organisational digital marketing for growth across all UK teams.

The post holder will look for new digital fundraising opportunities to promote the Send a Cow brand, recruit new supporters (individuals, communities and corporates), engage and delight current supporters, test new channels and products and be a digital innovator for the organisation.

This is a diverse, hands on role that requires technical knowledge to manage digital marketing channels in house and with some agency support. The role will deliver training and equip teams to take responsibility for the success of their own digital marketing campaigns across the organisation.

## Key responsibilities

### Digital Marketing Strategy

1. Implement, review and develop our digital marketing strategy with the Head of Public Fundraising.
2. Working with internal teams to identify core objectives, set budgets for digital activities and manage Google Analytics to report on these goals.
3. Provide analysis and insight for digital campaign outcomes, taking a multi-channel attribution approach to reporting.

### Engagement Focused Communications

4. Lead on content marketing strategy with the Comms team for SEO.
5. Lead on the mapping and optimisation of online supporter journeys, liaise with the Senior Individual Giving Manager to integrate with offline supporter journeys to improve the lifetime value of our supporters.
6. Work with the Digital Fundraising Executive and teams, build and deliver automated email campaigns and improve email supporter journeys and engagement to increase lifetime value.
7. Work with the Fundraising Operations team, identifying opportunities to streamline automation and integration with the CRM.
8. Lead on managing the organisation's UK and US website with support from our web agency, ensuring up-to-date CMS protocols are being followed by all teams.

### Marketing Campaigns

9. Analyse and optimise conversion to take potential supporters from awareness to conversion and advocacy and undertake UX and conversion rate optimisation to improve on page conversion.
10. Plan and execute always-on and seasonal PPC search campaigns in Google Ads and Microsoft Ads, continually optimising to deliver improved return on ad spend. Maintain the Google Grant account within terms of service. Work closely with our agency to identify opportunities for improvement.
11. Lead on paid social campaigns in house, identifying the appropriate channel for proposition and audience. Working with the Digital Fundraising Executive to deliver campaigns and in-house Designer to develop creative.
12. Identify opportunities for display campaigns to support fundraising objectives.
13. Ensure all marketing materials support Send a Cow's brand guidelines and adhere to online and GDPR best practise.

### Team Empowerment

14. Implement digital marketing strategy with a 90-day planning cycle to ensure review and optimisation.
15. Empowering teams to take a test and learn approach to optimising campaigns.
16. Conducting regular analysis of success against agreed KPIs per campaign channel.
17. Digital advocate to support and inspire all teams to think digital always.
18. Acting as a central point of contact for all digital marketing, managing multiple campaigns concurrently for a range of stakeholders
19. Support the wider fundraising teams with training and development in all digital channels.
20. Staying up to date with the latest innovations in digital marketing and fundraising.

#### People & Relationship Management

21. Oversee and develop strategic agency partner relationships – currently web development and SEO agencies.
22. Provide inspirational line management to the Digital Fundraising Executive, carrying out daily supervision, regular 121 meetings and Annual PDRs.
23. Develop and empowering a digital marketing team with extensive skills across the core digital marketing channels - email, organic and paid social, PPC, SEO, content management and CRO.

#### Skills and Experience

1. Significant experience of developing successful digital marketing growth strategy.
2. Strong experience of managing multi-channel marketing campaigns.
3. Experience of implementing SEO strategy.
4. Experience of content strategy.
5. Experience of managing and optimising a website.
6. Experience of email marketing and CRM automation.
7. Analytical with significant experience in Google Analytics.
8. Experience of conversion funnel analysis and managing conversion rate optimisation projects.
9. Knowledge of digital best practise including GDPR.
10. Strong project and supplier management and relationship building skills.
11. Excellent IT skills including Microsoft Office, Raisers Edge
12. Good interpersonal skills, ability to persuade, collaborate and explain complex concepts to a range of internal and external stakeholders.

#### Person Specification

1. Proactive Digital advocate who can identify opportunities and translate into effective action plans. Strong communication and leadership skills to embed a digital always culture at Send a Cow.
2. Experience of supporter journey management.
3. Experience of conversion funnel and conversion rate optimisation.

4. Experience (in-house or agency) of managing PPC campaigns in Google Ads and Microsoft Ads, with knowledge of Google Grant account management and display.
5. Experience of paid social campaign creative development, planning and optimisation, and knowledge of organic social strategy.
6. Experience of managing digital marketing agencies.
7. Working knowledge to implement SEO strategy, including technical SEO, keyword research for content planning and backlink outreach.
8. Experience of email marketing and knowledge of automation.
9. Experience of budgeting, setting KPIs and targets, reporting results to a range of stakeholders, making recommendations for improvements to future campaigns and providing insight to feed in to the wider fundraising strategy.
10. Significant experience in Google Analytic with up to date GAIQ, ensuring Google Analytics set up to reflect team's goal funnels, knowledge of multi-channel attribution modelling.
11. Experience of managing multiple campaigns at one time for different stakeholders, using project management software to collaborate with colleagues (eg Planner, Trello).
12. Excellent communication skills and ability to deliver digital marketing training to teams.
13. Passionate about digital marketing, staying up to date with digital marketing trends, strategies and best practices.
14. Excellent organisational and time management skills, able to manage a number of projects simultaneously.
15. Excellent interpersonal skills with ability to work collaboratively with wide range of people .
16. Excellent organisational skills with the ability to organise and plan and to deliver objectives on time.
17. Ability to critically assess creative and segmentation approaches.

### **Desirable**

1. Knowledge of fundraising techniques.
2. Experience of line managing staff.
3. Experience of conversion funnel analysis and optimisation.
4. Experience of managing an ecommerce website.
5. Experience in Craft CMS & Raiser's Edge NXT.
6. Experience of delivering digital marketing training.

### **General**

In addition to the specific duties and responsibilities outlined in this job profile, all Send a Cow employees should be aware of their specific responsibilities towards the following:

- To adhere to all health and safety, safeguarding and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety
- To uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute

- Promote and sustain a responsible attitude towards equality and diversity within the Charity
- Demonstrate a commitment to on-going registration requirements or any national professional or occupational standards associated with the role
- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role
- Good working knowledge of Send a Cow's aims and objectives through core values and behaviours

All employees are expected to be competent with the use of technology and information systems and understand their duties and responsibilities with regard to the appropriate use of personal data including sensitive personal data (GDPR; PECR).