



## **Digital Marketing Manager - Foundation**

**Full time permanent contract**

**Home-based and Finsbury Park, London**

**£40,000 - £45,000**

**Candidate Brief**





## Welcome from Tracy Griffin, CEO

Thank you for your interest in joining us at an exciting time of growth and development across The Big Issue.

Over the last 18 months, the demand for our support has been unprecedented. We expect this to continue. At the time of writing, one household was evicted from their home every 3.5 hours in the first quarter of this year, more than half a million people are in rent arrears and 4 million households are behind in core household bills.

At The Big Issue, we are both campaigning and acting to make this different. To offer a hand up to those who need it by providing a means to earn and a wrap-around support system to help people get back on their feet when they need it most.

I hope that when reading this role description, you feel as passionate as I do that things can be different when people come together united in a common cause.

I look forward to meeting you.

## About The Big Issue

The Big Issue mission is to dismantle poverty by creating opportunity through self-help, social trading and business solutions – a “hand up, not a hand out” We provide an “access to all’ means for people to earn a legitimate source of income, to raise their self-esteem and to take control of their lives. One of the ways we do this is through supporting vendors to sell The Big Issue magazine.

Our vendors are traders, retailers on the High Street. Since The Big Issue was launched in 1991 and its Foundation in 1995, we’ve supported hundreds of thousands of people to work their way out of poverty. Over the past two decades the magazine has become synonymous with challenging, independent journalism. It currently circulates around 100,000 copies every week.

Vendors are allocated a pitch and issued with five free copies of the magazine to get them started. From that point, vendors invest in additional magazines at £1.50 and sell them on at £3.00 retaining the profit. Last year alone, we put more than £5million in the pockets of our vendors, releasing them from a dependence on hand-outs, building confidence, gaining respect, and providing a connection and in some cases a lifeline to their communities.

## The Big Issue Foundation

The Big Issue Foundation supports Vendors (and increasingly others) with “wrap around support” (health, housing, debt, addiction, mental health, financial inclusion and employability). We do this by connecting vendors with the vital support services, personal solutions, Big Issue programmes and employment pathways that enable them to rebuild their lives and determine their own routes to a better and more sustainable future. And this is where you come in...welcome to our community!

## The Importance of your role

This is an exciting and key role within The Big Issue Foundation (Big Issue Group’s charitable arm) responsible mainly for driving donor acquisitions through our website, social media channels – currently Facebook, Twitter, Instagram and LinkedIn – and our supporter emails (via Hubspot).

In addition, you will work with the fundraising teams to devise and deliver their digital marketing recruitment plans to grow our base of individual donors and fundraisers while ensuring positive return on investment. You will also work in close collaboration with the Group Marketing and Editorial teams to ensure best practice in all areas.



## Specific Responsibilities

### Website

- Oversee publication of all Foundation website content by writing, editing and proofing copy, and building all web forms, as well as ensuring content is optimised for search.
- Work with fundraising, marketing and editorial to evaluate end-to-end CX across multiple channels and user touch points, optimising landing pages and user funnels.
- Contribute to the continual iterative improvement of the website, leading discrete development projects as required, as well as monitoring and maintaining technical aspects of existing website content in terms of URLs, redirects, page names, structure, metadata etc.

### Search Engine Marketing

- Take responsibility for our Google Ads grant account and manage it effectively to deliver on our strategic and project objectives
- Ensuring our ad groups are updated regularly in line with organisational priorities and campaigns. Trial additional paid activity (e.g. PPC, display) as appropriate.

### Email

- Manage a regular schedule of email marketing activity, contributing to the growth of our subscriber base (acquisition and retention activities) and creating engaging, relevant content including testing to optimise results. Includes working as a lead for the Foundation and working with the Individual giving team to ensure the supporter retention activity is aligned with the acquisition strategy.
- Ensure all campaigns are targeted and integrated while putting our supporters first, prioritising slick customer journeys, tracking and fulfilment.

### Reporting

- Scaling up digital reporting metrics and using meaningful data and insights to make recommendations to improve visibility and drive positive change across digital fundraising activities. Produce a monthly insight report that pulls together all key information relating to digital performance, reviewing/modifying the contents as necessary.
- Produce discrete campaign reports as required. Ensure key learnings are disseminated throughout the organisation through a range of formal and informal mechanisms.

## **Insight and Evaluation**

- Monitor and analyse results to improve digital performance using a range of tools including Google Analytics.
- Provide insight to team members on campaign performance, audience insight and organisational impact.
- Initiate 'test and learn' strategies to improve effectiveness of marketing assets across all digital channels to improve acquisition and retention.
- Spot trends, making recommendations across the organisation and implementing actions where applicable.
  
- Ensure that all digital marketing activities are fully compliant and follow best practice, particularly around data protection, marketing consent and vulnerability.
- Working with the Marketing and Comms team, ensure our digital marketing activities are on-brand and effectively targeted.
- Management of the Foundation's social media channels currently Facebook, Instagram, Twitter and LinkedIn.
- Manage supplier relationships and external agencies as necessary, to ensure all campaigns are optimised to deliver maximum results for the most profitable CPA/LTV ratio
- Work flexibly across the organisation either independently or supporting Fundraising, PR, Editorial and other business functions as required. Be prepared to work outside of standard office hours to support key events or activities.

## What sort of person will you be to enjoy this role?

You're a self-starter, a natural organizer, and excellent team player

You are able to work effectively to tight deadlines and stay calm under pressure

You have a positive, energetic, can-do attitude. A problem solver

You can work with uncertainty and are comfortable navigating shifting priorities and requirements; campaign/marketing/product priorities can change quickly

You will be super motivated about the capacity for digital engagement to influence and bring about behaviour change

You have a passion for data-driven marketing and have strong analytical skills



**Eamonn Kelly, Whistles, Cambridge:** *"This is a new start. Nobody's given me a chance like this before."*



**John Williams, Waterstones, Swansea**

*"I called The Big Issue when I was in lockdown because I wanted to hear a friendly voice"*

**A hand up, not a hand-out.**

**Bill Webb, Big Issue Vendor, Bournemouth**

*"I have a new career as a brewery tour guide at Southbourne Ales! I'm so very grateful for the big hand up that's been extended by my customers. Thank you so much for helping me get here; thank you so much for not letting me give up."*



**Simone Gill, Tesco Metro, Plymouth**

*"Selling The Big Issue helped me save for a deposit for a new place".*

# Person Specification

## Required Experience, Competencies & Skills, which will be used on shortlisting candidates for interview

### Essential Experience

1. Proven experience with PPC, Google Ads, social media, SEO/SEM, Google Analytics, keyword research.
2. Experience of working with websites/managing a CMS (preferably WordPress)
3. Practical experience of developing KPIs, evaluation and performance reporting; clear reporting of metrics as part of campaign analysis and development
4. Demonstrable experience of using audience, consumer and data insight and research to drive planning activity
5. Evidence of managing social media content strategies, including management of the day-to-day handling of social media channels, which has increased audience and engagement.
6. Direct experience of managing Google Ad accounts (paid and/or Grants) and setting up and optimising Google Ads campaigns.
7. Experience of managing email marketing programmes with knowledge of executing, analysing and reporting on email campaigns

### Desirable Experience

1. Evidence of developing and managing standout major digital campaigns from conception to execution that has met or exceeded objective
2. Demonstrable experience of planning and rolling out integrated digital acquisition campaigns across multiple online channels (paid media & email)

### Knowledge

- Familiarity with Google Analytics and SEO
- Sound understanding of digital content design practises (writing for the web, plain English, designing impactful emails, accessibility issues, UX research)
- Proven knowledge of paid media platforms – e.g., Facebook Business Manager, Google Ads
- Knowledge of using social scheduling & analytical tools
- Use of marketing platforms such as hubspot

### Essential Skills

- Sound copywriting, editorial and proofreading skills with laser-like attention to detail
- Highly analytical using data to drive decisions & adopt a test & learn approach to all activity
- Use of email platforms such as Mail Chimp, basic knowledge of HTML
- Ability to create and optimise website landing pages
- Good level of Excel knowledge including using formulae

### Personal Attributes and Skills (Desirable)

- Confident in data analysis and the associated tools to manipulate & present to stakeholders
- Working knowledge of HTML. Experience of A/B and multivariate testing
- Ability to work under pressure and to tight deadlines and if needed, outside of office hours

### Other

- Membership of a professional digital marketing or fundraising body e.g. IDM, CIM, CIOF (desirable)

### General Duties of everyone who is part of The Big Issue

- Committed to the social objectives of The Big Issue.

- An ambassador for The Big Issue externally, and of maintaining the professional reputation of your team internally.
- Maintaining awareness of all other aspects of The Big Issue's work and assessing their implications for your team/role.
- Adhering to and implementing The Big Issue's Equal Opportunities and other policies



## **Salary and Benefits include:**

### **Flexible working policy**

Comprehensive flexible working policy available to all employees.

### **Annual Leave**

Incremental leave entitlement for a full-time employee for a complete holiday year starts at 25 days and extends to 30 days per year (not inclusive of bank and public holidays).

### **Company Sick Pay Scheme**

Company Sick Pay is calculated pro rata from up to 5 days to up to 30 days pending length of service on a rolling year basis.

### **Enhanced Contribution to your Pension**

The People's Pension, The Big Issue will pay an enhanced contribution above the statutory employer's contribution into your pension pot. More information on the scheme can be found at: [www.thepeoplespension.co.uk/employees](http://www.thepeoplespension.co.uk/employees).

### **Life Cover Scheme**

The Big Issue includes all permanent staff in a Life Cover Scheme which will provide a lump sum for death in service equal to your annual salary to be paid to the person or people you name on the Expression of Wish form.

### **Healthcare Cash Plan**

Following three months of continuous employment, The Big Issue will pay for you to join the Bupa Health Care plan at Level 2. Bupa is a not for profit organisation, supports the NHS and medical charities and is compatible with The Big Issue's own ethos. This is not private health insurance. The Bupa plan allows you to claim money towards the costs of certain types of treatment for both yourself and up to 4 dependants living at the same address, each with your own pot of allowance.

### **Enhanced maternity pay**

The Big Issue will enhance the first 12 weeks of your SMP to the level of full pay and the following 6 weeks to the level of half pay, providing that neither of these is lower than the prevailing rate of SMP. There is no service qualification for our enhanced maternity pay.

## Enhanced paternity pay

For the two weeks of your statutory paternity leave, The Big Issue will enhance your SPP to the level of your normal pay, provided you have complied with all notification and self-certification requirements.

## Family-friendly Leave

In addition to the statutory rights to unpaid Parental Leave and time off to care for a dependent in an emergency, in a rolling 12-month period The Big Issue will allow you up to 3 days' paid leave to care for an elderly or seriously ill relative and up to 3 days' paid leave to care for a sick child.

Please note that we reserve the right to review and amend the staff benefits and they do not form part of any contract of employment.

This job description cannot cover every issue or task that may arise within the post at various times and the Team Leader will be expected to carry out other duties from time to time which are broadly consistent with those in this document. This job description does not form part of the contract of employment.



## How to apply

Application is by way of CV with a Supporting Statement that should set out your motivations for applying and how your work experience to date meets the scope of the responsibilities. As a general guide, your Supporting Statement should be around two sides of A4.

Apply online at <https://nfpconsulting.co.uk/executive/job/22051>

**Applications considered on a rolling basis – please apply early**

### Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview. Any requests will not be taken into account in the selection process.

