



contact *For families
with disabled children*

Digital Marketing Manager

For an informal and confidential discussion about the role, please contact our recruitment partner:
Vikki Park, Principal Consultant, NFP Consulting

E: vikki.park@nfpconsulting.co.uk

Application is by way of a CV and a Supporting Statement.

How to apply

Apply online at www.nfpconsulting.co.uk/jobs

Closing date: 18th October 2021

Selection and timescales:

There is a two stage selection process.

First Interviews: Week commencing 25th October 2021

The format of the interviews will be determined by the COVID-19 guidelines and restrictions that apply at the time.

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.

Contact Job Description

Job Title	Digital Marketing Manager
Responsible to	Director of Digital and Communications
Hours & salary	Full time fixed term contract for twelve months £39,881-44,862
Department & location	Digital and Communications Potential for job to be home based or within our office at City Road
Job purpose	<p>To manage our digital marketing programme, primarily supporting our fundraising activities, information and advice services, business development, and ecommerce not-for-profit shop, Fledglings.</p> <p>The role is a crucial part of Contact’s marketing programme, and offers the opportunity to join the organisation at an exciting time in its evolution.</p>
Main duties	<ul style="list-style-type: none"> • Create measurable digital marketing campaigns designed to increase the number of families who can access Contact’s information and advice services, as well as increase our number of supporters and people who campaign on our behalf • Provide digital marketing support across a number of projects within Contact, looking at all areas of digital acquisition including, <ul style="list-style-type: none"> ○ Email marketing strategy ○ Website SEO ○ Social media advertising • Work with the wider Comms team to test creative & copy execution across digital channels to improve acquisition and retention • Take responsibility for our Google Ads grant account and manage it effectively to deliver on our strategic and project objectives • Identify and assess the opportunity of new digital marketing channels via a test and learn approach • Generate weekly and monthly reporting for all activity

Contact

Person Specification

The person appointed will be expected to have the key essential skills, knowledge and experience listed below. The items under the heading 'desirable attributes' will also be useful for Contact and the post holder. However, candidates who do not have these desirable attributes should not be deterred from submitting an application.

Job Title:	Digital Marketing Manager
Essential skills, knowledge and experience	<ul style="list-style-type: none"> • Experience of creating and delivering digital marketing strategies, especially email marketing campaigns • Google Ads expertise • Facebook Ads Manager & programmatic expertise • Google Analytics experience • Understanding of Google Tag Manager • Good interpersonal skills – able to work with colleagues across the charity and interact with families • A commitment to the mission and aims of Contact
Desirable skills, knowledge and experience	<ul style="list-style-type: none"> • Ecommerce experience (ideally within the not for profit sector) • Understanding or experience of the challenges that families with disabled children experience
Competencies	<p>Accountability: Takes responsibility for own behaviour and the consequences of own actions and acts in accordance with organisational standards</p> <p>Creativity and Innovation: The ability to come up with original and innovative ideas and solutions, challenging conventional thinking and finding ways to improve.</p> <p>Communication and influence: Gives and receives information effectively, persuades others and negotiates to achieve the best possible outcomes.</p> <p>Delivering results: The ability to achieve objectives and ensure high quality results.</p> <p>Teamwork and Collaboration: The ability to work effectively with others in order to achieve a shared goal. The ability to develop, maintain and strengthen partnerships with others inside or outside the organisation that are of mutual benefit.</p>