**Job Description - Digital Engagement Manager**

**Position in organisation:** Digital Engagement Manager

**Reports to:** Head of Communications and Marketing

**Direct report:** Marketing Officer

**Main working relationships:**  Communications Manager, Community & Challenge Events Manager, IG Manager, Data and Insights Manager

**Direct stakeholders:** Web developer, graphic designers, digital consultants

**Main purpose of the role:**  To oversee all digital marketing channels, developing strategies and content to meet our audiences’ needs and therefore increase reach, acquire and retain supporters.

**Scope of the role:**

* Oversee Ovarian Cancer Action’s digital marketing channels (35%)
* Contribute to the development of Ovarian Cancer Action campaigns and our digital roadmap (25%)
* Website development and content creation (35%)
* Financial management (5%)

**Duties and key responsibilities:**

**Oversee Ovarian Cancer Action’s digital marketing channels to deliver significant audience growth**

* Develop channel strategies to increase reach and conversion, and support channel KPIs, including acquisition and income generation
* Build content marketing and stewarding plans, in partnership with internal teams, across channels that deliver strong results
* Develop SEO strategy to increase reach and improve ROI
* Manage Google AdWords account to ensure it’s set up for and continually achieves success
* Oversee Digital Marketing Officer in fostering high quality community management and content creation for social channels that both inspires and reinforces our audience
* Lead the way in utilising cross channel analytics and insights to help provide a tailored experience for supporters and increasing our retention
* Optimise our performance through a continual test and learn approach to ensure we are always and providing the best possible user experience in line with our brand

**Contribute expertise to the development of Ovarian Cancer Action campaigns and our digital roadmap**

* Utilise your experience to advise on best practice digital for our campaigns (awareness, fundraising, brand) and oversee the development of any new digital products to ensure maximum opportunity for success
* Oversee digital engagement strategies for all campaigns that maximise opportunities for acquisition and retention
* Develop and oversee implementation of the digital roadmap to ensure we’re future proofing our offering and continually meeting the needs of our supporters
* Work in partnership with relevant teams to develop tailored email marketing plans for each of our audience segments that achieve their targets

**Optimise website development and digital content curation**

* Work in partnership with other teams to develop highly effective tailored customer journeys for all audience segments, with an understanding of how they contribute to the development of wider customer journeys
* Develop a digital content strategy to ensure our content is engaging, supports journeys, and is continually improving engagement and conversion
* Provide best practice advice and curation for web, email and social media content, both in house and using third party suppliers, that meets the needs of our supporters
* Continually improve UX across website to increase conversion
* Oversee web development, with our web agency, to support new campaigns and activities to achieve their goals

**Manage digital marketing budget**

* Be accountable for efficient management of digital marketing budget
* Develop monitoring across all digital engagement, setting KPIs and goals, and reporting back on learnings and recommendations for future improvements

**Person Specification - Digital Engagement Manager**

**At Ovarian Cancer Action we look to our managers to lead with confidence, positivity, resilience and passion. This means the role holder’s attitude to their work and team is as important as operational knowledge and experience within their field.**

**Previous career experience**

* Management level in marketing and communications, (charity sector experience would be beneficial) working across a range of digital disciplines e.g. web, mobile, social media, email, PPC, SEO
* Delivering consistent digital engagement growth e.g. social media followers, email newsletter sign ups, website traffic and engagement
* Delivering cross-functional content and marketing projects
* Developing marketing and engagement strategies in line with strategic business plan
* User-focused content and design optimisation
* Developing effective customer journeys and optimisation of key marketing channels to increase conversion and improve customer experience
* Developing multi-channel marketing and engagement plans with demonstrable results
* Budget management
* Managing and working with third-party agencies

**Skills and attributes**

* Strategic and creative thinker
* Ability to focus on impact and deliver outstanding results
* Excellent copywriting skills for web, email and social, with an understanding of optimising content
* Excellent analytical skills to allow a test and learn approach to continually improve performance
* Organisation, prioritisation and workload management
* Proactive in learning new skills and keeping up to date
* Excellent networking, relationship building and management skills
* Able to use initiative, taking full ownership of area of responsibility
* Ability to persevere and demonstrate resilience when working under pressure
* Solid experience of managing collaborative relationships at all levels across an organisation.
* Knowledge of Google Suite including analytics and AdWords
* Knowledge of Adobe suite including Photoshop and InDesign (desirable, not essential)
* Knowledge of film production and basic editing (desirable, not essential)

**Attitude and personal qualities**

* Enthusiastic and passionate about the aims of the charity
* Hard working and self-motivated
* Relishes a challenge
* Optimistic outlook, focusing solutions as opposed to problems
* Energised by working as part of a high-performance team
* Brings a positive, friendly, calm, professional and helpful disposition to the team
* Adaptable and flexible work approach, open to change
* Flexible to the needs of the post e.g. may require working outside of normal working hours

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