

## DIGITAL MARKETING MANAGER



£32,000 Full-time/ part-time options

This role has been partially funded by the National Lottery Reaching Communities Fund.

Stevenage, Hertfordshire (flexible and hybrid working available)

### The Role

At the Anne Robson Trust, we believe everyone should have the support to prepare for the end of life, and the comfort and companionship of another human being as they die.

As a Digital Marketing Manager your objective is to develop and deliver our marketing strategy. This will include managing our social media calendar, copywriting, content creation, reporting on campaigns, managing and analysing our website performance.

### The Charity

Having been set up in 2018 by our founder and CEO Liz Pryor, the charity has the feel and excitement of a "start-up". We are growing rapidly and our team members have ownership of their roles and a significant say in the strategic decisions we make. Our trajectory means there is the opportunity for everyone's roles and responsibilities to grow with the Charity. We are proud of the culture we have created and are looking for enthusiastic, positive and innovative people to join our team.

### We're looking for...



**A creative thinker & writer:** you're able to work both independently and collaboratively on creation for innovative content across social.



**You understand data:** you're interested in trends and analysing reports. You are curious about the developments of the digital world and how we can keep improving to be able to get support to more people.



**Attention to detail:** you will take real pride in what you deliver and always strive for perfection.



**Self-motivation and ambition:** you'll like working in a small team, with a start-up mentality. We need people who want to grow and have the ambition to get there.



**Adaptable:** you have a willingness to undertake training and continuing independent professional development.

You'll have one or more years of experience working with social media.

**Further information about this opportunity, the Charity and instructions for how to apply can be found in our Applicant Pack.**