

Job description

Senior Digital Engagement Manager

Reporting to:	Head of Marketing and Communications
Staff responsibility:	Team of six including four direct reports
Salary:	£41,600 per annum plus £2,000 London weighting if applicable (home address within M25 perimeter) Contributory pension scheme
Location:	London hybrid or remote (home based)
Holiday entitlement:	27 days plus three discretionary days between Christmas and New Year and statutory holidays
Terms and conditions:	Full time, 35 hours a week. The post holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy
Contract:	One Year Fixed Term Contract (maternity cover)

About Bowel Cancer UK

We're the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have around 90 staff based in England, Wales Scotland and Northern Ireland. Thanks to the generosity of our community, we're in a privileged position to be able to grow our staff team to deliver our ambitious strategy, [On a Mission](#). There are huge challenges

facing bowel cancer patients across the UK and our community needs us now more than ever. We're building a strong and united team to bring us closer to a future where nobody dies of bowel cancer.

Job summary

The Senior Digital Engagement Manager is a vital role within the busy Marketing and Communications team, taking the lead on driving forward the organisation's digital marketing and communications. The postholder will work with the Head of Marketing and Communications to develop and deliver the digital elements of the wider marketing and communications strategy, and line manage senior officers who lead the operations and development of our website, social media, email marketing and paid advertising activities.

You'll play a lead role in maximising digital marketing opportunities, raising the profile of the organisation, communicating information, services and campaigns to new and existing supporters, and using insights and data to drive engagement and growth across the organisation. You'll be the go-to expert for major initiatives that require digital support, from communication campaigns to change projects. You'll also bring insights into the latest trends and developments in the digital marketing landscape.

You'll be a digital all-rounder with enough hands-on knowledge and experience to support your operational leads, and the ability to think strategically, guiding the team and driving forward new ideas and initiatives.

Main responsibilities

- Lead on digital marketing plans for all major campaigns and projects across the organisation, ensuring they are integrated with our wider marketing and communication strategy
- Lead digital marketing input into major initiatives such as CRM and web transformation, and large-scale communication projects
- Work across teams to provide digital communications advice, support, expertise and training at a strategic and operational level
- Lead the digital team to manage, optimise and develop our digital channels including:
 - Website

- Email marketing platform and monthly supporter e-newsletter
- Social media channels
- Paid digital advertising (e.g. PPC, social media)
- Google Grant activity (agency-led)
- Lead on the monitoring, reporting and evaluation of our digital marketing and communications activity and use insights gained to implement test and learn frameworks to optimise engagement
- Continue to develop and improve processes and ways of working to help with planning, project management and cross-team collaboration
- Line manage senior officers in the team, ensuring they have clear objectives and receive training and development opportunities to enable them to perform their role effectively
- Manage our relationship with digital agencies ensuring work is completed on time and to budget
- Keep up to date with the latest trends, technologies, standards and developments in digital communications
- Manage the digital engagement budget

Other duties

- Share out of hours cover of digital communication channels
- Carry out other relevant duties as required by the Head of Marketing and Communications or wider Research and External Affairs team

Person specification

Qualifications and experience

- Significant experience and expert knowledge of digital channels and communication platforms, including website CMS, email marketing, social media, paid ads and analytics tools
- Significant experience of developing and implementing best practice across digital disciplines such as SEO, PPC, content, email journeys
- Significant experience of monitoring, evaluating and reporting on digital channels and engagement
- Experience of Google suite including analytics
- Experience of managing a team to achieve objectives
- Experience of managing relationships with agencies and freelancers
- Experience of content design, creation and optimisation is desirable
- Experience of budget management is desirable
- Experience of working for a charity or not for profit is desirable

Knowledge, skills and abilities

- Excellent interpersonal skills, able to build effective working relationships and influence a range of stakeholders
- Excellent copywriting and editorial skills
- Strong planning, project management and organisational skills
- Ability to work under pressure and to tight deadlines to a high standard
- Ability to manage a busy workload and keep on top of multiple projects
- Able to keep on top of the latest trends, technologies, standards and development in digital marketing and communications
- Proven ability to think strategically and create and implement digital communication plans

- Strong attention to detail

Personal qualities

- Proactive, creative and enthusiastic
- Self-sufficient as well as able to work as part of a team
- Sensitive and empathetic when liaising with supporters, patients and their families
- A strong commitment to the work of the charity and empathy with the experiences of people affected by bowel cancer

Safeguarding

Safeguarding is everyone's responsibility and we're committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.