

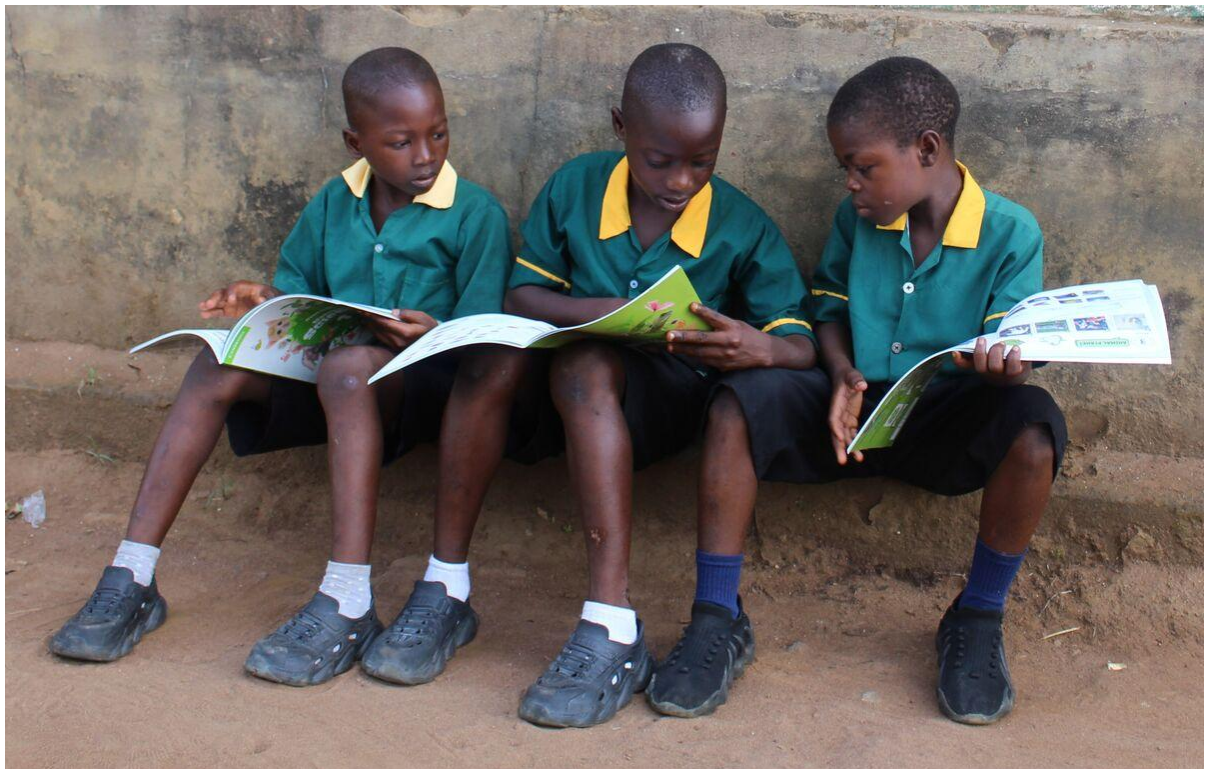


Book Aid
International

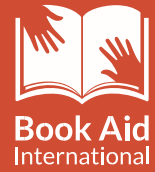
Book Aid International

Candidate pack

Digital Marketing Manager



Picture credit - SALBOT



Welcome to Book Aid International

Dear Candidate,

Thank you for your interest in joining Book Aid International.

We are a small, committed team united by a belief in the power of books. Everyone at Book Aid International cares deeply about our mission and that shared purpose shapes the way we work together.

We invest in our people – that means access to training and development and the support you need to do your best work. We are proud of our inclusive culture and our core values of respect, accountability, empathy and dedication guide how we make decisions and how we treat each other including the wider community where we work.

We offer flexible and family-friendly working arrangements because we know that life outside work matters too.

We are proud of Book Aid International's mission and of the dedicated team who work passionately to advance it every day.

If you have any questions about the role, please get in touch using the contact details in the application process section of this pack. We hope to hear from you.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Rebekah Deboo", followed by a horizontal line.

Rebekah Deboo
Head of Resources
Book Aid International

About Book Aid International

At Book Aid International we share the power of books and help build a more equal future.

Every year we work with our partners worldwide to provide over one million brand-new books which support or establish libraries in communities where people would otherwise have few opportunities to read.

Books are powerful. They inform, inspire and help people create a better, more equal future. We believe that everybody, everywhere should have access to them. Our vision is a world where everyone has access to books that will enrich their lives.

We work with a wide range of expert partner organisations – libraries, NGOs, schools, universities, hospitals, refugee camps and prisons – across more than 20 countries. Our partners are at the heart of everything we do. They tell us which books will make the biggest impact in their communities, and they are the ones who get those books into readers' hands. In 2024 alone, we reached 19.3 million people with the opportunity to read.



Photo credit: Ineza Foundation

Our teams in London, Swindon and Kenya work together to make this possible. The London team works closely with publishers and booksellers to source brand-new books, carefully matching each selection to our partners' requests. The Swindon warehouse team packs and ships books to partners around the world, while our Kenya-based colleagues support our work across the region. We also run projects that refurbish library spaces, create school libraries, and train librarians and teachers to support readers of all ages.

We are entirely voluntarily funded, and our Income and Engagement Team is central to making our work possible. The Team drives fundraising and relationship-building across individual giving, legacy giving, corporate partnerships and trusts and foundations, with digital marketing playing an increasingly important role in reaching new audiences and growing income. As we enter a new strategy period, the Team is ambitious to ensure Book Aid International has the resources to increase its reach and impact.

Role description

Contract: permanent, full-time

Salary: £36-39k depending on experience

Location: Hybrid – London and home working

About the role

The Digital Marketing Manager maximises awareness, engagement and income across all digital channels, with a primary focus on supporter engagement, fundraising performance and audience growth.

The role leads day-to-day digital marketing activity, supporter journeys and digital optimisation, while supporting wider stakeholder engagement and publisher communications where required.

The role is expected to spend approximately 70% of time on supporter engagement and fundraising and 30% supporting wider audiences and stakeholder engagement, including publishers. This balance will fluctuate throughout the year in line with organisational priorities and campaigns.

The role includes the following responsibilities:

Digital marketing and growth

- Lead and manage digital growth activity across website, email marketing, social media, SEO and paid advertising
- Develop and implement digital marketing strategies, plans and budgets
- Develop and optimise supporter and audience journeys to improve conversion, retention and supporter experience
- Manage and maintain the organisation's websites, including technical management and SEO
- Lead on email marketing activity, including integration with NXT and supporter segmentation

Digital channels and content

- Manage all day-to-day social media activity across platforms including Facebook, Instagram, LinkedIn, YouTube and X/Twitter
- Develop engaging digital content tailored to different audiences and platforms
- Manage day-to-day delivery of the communications schedule and digital content calendar
- Support delivery of fundraising campaigns and appeals across digital channels
- Support publisher and stakeholder communications during key periods including London Book Fair and major campaigns

Analysis and optimisation

- Develop and implement a measurement and optimisation strategy across digital channels, providing data and insights to inform colleagues across the Income and Engagement Team
- Use a test-and-learn approach to improve engagement, conversion and supporter experience

Collaboration and development

- Manage and develop supplier relationships within your area of responsibility
- Work closely with the Brand Manager and Individual Giving Manager to deliver integrated fundraising and awareness-raising campaigns
- Maintain awareness of digital marketing trends and best practice to ensure Book Aid International remains current, competitive and aligned with sector developments

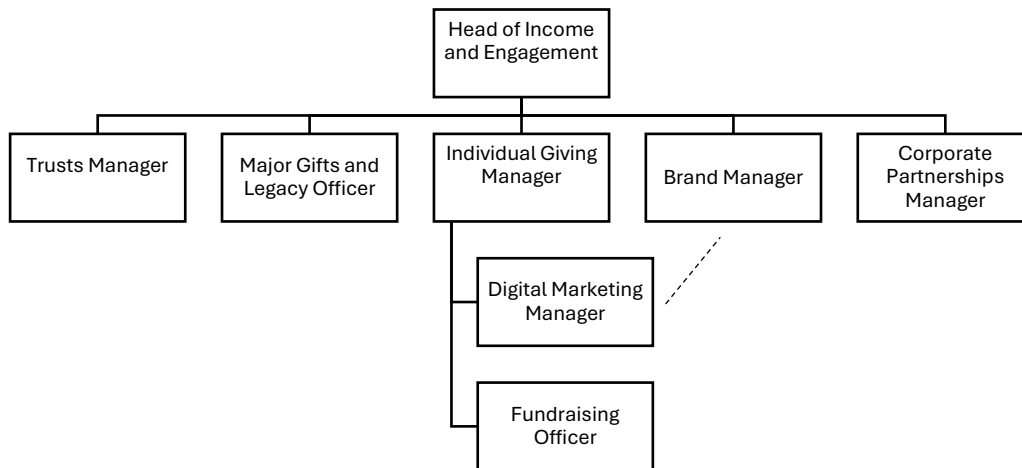
Requirements for the role:

- Proven experience in digital marketing, including managing social media channels, email marketing and website content
- Demonstrable experience of using data and analytics to inform decision-making and optimise digital performance
- Experience of email marketing platforms, including supporter segmentation and CRM integration (experience with NXT or similar is an advantage)
- Strong copywriting skills, with the ability to create engaging digital content tailored to different audiences and platforms
- Experience managing and optimising websites, including working knowledge of SEO principles
- Experience planning and delivering digital fundraising campaigns or appeals
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment
- Strong collaboration skills, with experience working closely with colleagues across teams to deliver integrated campaigns
- Experience working in the charity or non-profit sector, ideally with an understanding of individual giving and donor journeys
- Experience with paid digital advertising (e.g. Google Ads, Meta)
- Familiarity with the publishing industry or book sector (desirable)
- Experience managing supplier and agency relationships
- Knowledge of GDPR and data protection requirements as they apply to digital marketing

Role description

About the Team

The role sits within the Income and Engagement Team and reports to the Individual Giving Manager. The Digital Marketing Manager role has a dotted line to the Brand Manager who leads on brand development, strategic communications, content and media activity.



Benefits include:

- 28 days annual leave (3 to be taken during business close at Christmas) plus all bank holidays
- Generous pension contribution - up to 8% employer contribution
- Wide range of training and development opportunities at individual and organisational level
- Enhanced family leave policies
- Death in Service Scheme
- Employee Assistance Programme

The recruitment process

Stage one – application process

1. The closing date for applications is **11:59 PM on Sunday 28 June, 2026**. However, we may review candidates on a rolling basis and reserve the right to close the vacancy early if a suitable candidate is found. Your earliest application is therefore advised
2. Applications are a CV and maximum 2-page covering statement
3. Statements should highlight specific demonstrable experiences and skills that align with the requirements outlined in the role description included herein
4. CVs received without a covering statement, may not be considered
5. Applications should be sent to careers@bookaid.org

Stage two – selection process

Our skills-based selection process focuses on the specific abilities and experiences required for the role which are outlined in the role description.

Stage three – interviews

1. First interviews will be held on **Tuesday 7 July, 2026**
2. Interviews will include skills-based questions as well as questions designed to understand how a candidate's values align with our belief in the charity's mission
3. We will share the interview structure and some questions in advance of the interview to provide candidates with the best opportunity to prepare for the interview
4. First stage interviews will be remote with the Head of Income and Engagement, Individual Giving Manager and the Brand Manager
5. First stage interviews will include a task, details regarding the task will be given in advance
6. The first stage process should take no more than 1.5 hours
7. If successful, second stage interviews will be face to face at our London office with the Head of Income and Engagement, Individual Giving Manager and Head of Resources on **Tuesday 14 July, 2026**
8. The second stage interview should take no more than one hour

If you have any questions about the process, or require support, please email the Head of Resources Rebekah.Deboo@bookaid.org

Other things to note

Eligibility to work in the United Kingdom

In compliance with the Immigration, Asylum and Nationality Act 2006, all new appointments must prove evidence of their eligibility to work in the United Kingdom.

Safeguarding and checks

All staff must adhere to Book Aid International's safeguarding policies and declare any unspent criminal convictions during the recruitment process.

References

Employment offers are subject to the receipt of two satisfactory references from current and previous employers and educational institutions.

Equality, diversity and inclusion

Delivering EDI in the workplace is about making everyone at and through Book Aid International's work feel welcome, respected, valued and empowered to achieve their full potential.

We believe that equality of opportunity is socially, ethically and morally imperative. Equal employment opportunity is a principle that asserts that all people should have the right to work and advance on the basis of merit and ability. We are committed to equality of opportunity and to following practices which are inclusive and free from unfair and unlawful discrimination.

We greatly recognise the importance and strength of a diverse workforce, and seek out diverse opinions and lived experiences to better navigate the world in which we work.

We uphold an inclusive culture, where staff are encouraged to be themselves at work and staff at every level are included in decision-making, problem solving and growth within the charity.

For us to continuously assess the diversity of our candidates and workforce, we kindly ask you to complete the attached voluntary Equality and Diversity monitoring form.

Thank you, we look forward to hearing from you.



Book Aid International is a charity and limited company registered in England and Wales.

Charity no: 313869 Company no: 880754.

Registered Office: 1B Blake Mews, London TW9 3GA

www.bookaid.org