



**Ronald
McDonald
House®**
UK

Digital Engagement Lead

Candidate pack

Closing date: Sunday 16 August, midnight

Digital Engagement Lead

Location:	Hybrid: Two days a week from a Ronald McDonald House or office. Occasional UK travel for team collaboration, House visits or key organisational events.
Salary:	£55,000 per annum
Contract:	Permanent contract: Full-time / 35 hours
Reports to:	Head of Brand, Communications and Digital Engagement

Job role:

The Digital Engagement Lead will play a pivotal role in shaping how people discover, experience and connect with Ronald McDonald House UK.

Working closely with the Head of Brand, Communications and Digital Engagement, you'll lead the development and delivery of an audience-led digital engagement strategy that helps us reach more people, build stronger relationships and create meaningful opportunities for support. You'll bring together social media, email, website content and user experience, paid social media and analytics into a clear, joined-up approach that delivers measurable results.

This is a role for someone who can see the bigger picture whilst remaining close enough to the detail to make things happen. You'll lead and develop a talented digital team, set clear direction and priorities, and create an environment where people feel supported to do their best work. At the same time, you'll work across the organisation to build understanding, confidence and enthusiasm around digital engagement, helping colleagues see how it can support their goals and strengthen our impact.

You'll also play an important role in strengthening the foundations that underpin our digital performance, from supporter journeys and content strategy to analytics, testing and optimisation. Through thoughtful leadership, strong collaboration and a focus on continuous improvement, you'll help ensure our digital channels work harder for the charity and ultimately help us support more families when they need us most.

Notes from our leadership



Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House UK.

Keeping families close is at the heart of everything we do at Ronald McDonald House UK: we build and run Houses that provide a free home-away-from-home for families who have a sick child in hospital.

We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too.

Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.



Emma Dixon, Head of Brand, Communications & Digital Engagement

It's an exciting time to be joining Ronald McDonald House UK. Digital engagement has never been more critical to our success as a charity, and we're investing in our ability to do it well.

As we work towards our ambition of serving more families, and serving them better, we need to inspire more people to care about what we do, motivate them to take action, and make it easy and rewarding for them to get involved.

Achieving that requires us to work innovatively. The way audiences discover, interact with and support charities is changing rapidly. Expectations continue to evolve, technology is moving at pace, and the opportunities to build meaningful relationships through digital more connected, personalised and engaging experiences that inspire long-term support and deepen people's connection to our work.

We're looking for someone who has a strong grasp of digital mobilisation and can see how it fits into the bigger picture. Someone with broad and deep expertise who understands audience behaviour, how channels work together, and how to create joined-up experiences that drive action. Drawing on that expertise, you'll help shape and deliver our digital engagement strategy, ensuring our approach is audience-led, insight-driven and aligned to our wider organisational goals.

But success in this role isn't just about strategy and delivery. It's also about leadership, influence and bringing the team with you. You'll be joining a department that's evolving quickly. We're strengthening our capabilities, improving how we work together, and building a culture that values ambition, collaboration, and care for one another. A key part of this role will be shaping and contributing to this culture through thoughtful and effective leadership, both for your team and as part of the wider leadership team.

We're looking for someone who can bring people together around a shared vision, develop capability, champion innovation and create an environment where people can do their best work. You'll build credibility and influence across the organisation, working with colleagues from a wide range of disciplines, many of whom won't have a deep understanding of the digital landscape. A key part of your role will be helping to bridge that gap: translating digital opportunities into clear organisational benefits, creating excitement about what's possible, and bringing people with you as we continue to evolve how we engage audiences.

Most importantly, you'll be doing work that matters. Every journey you improve, every campaign you strengthen, and every supporter experience you enhance will help us support more families when they need us most.

If you're excited by the opportunity to lead, build, influence and innovate, all whilst making a lasting difference to families across the UK, we'd love to hear from you.

Why work for Ronald McDonald House UK?

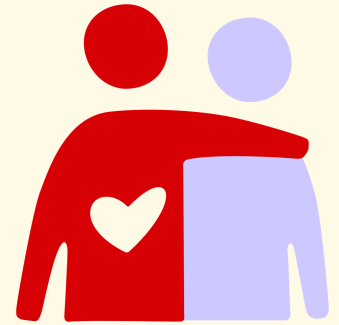
Our purpose

At Ronald McDonald House UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to **serve more families and serve them better.**

Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus of the critical needs of children and their families
- We operate with accountability and transparency



Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.

Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.



Employee benefits

We're able to offer the successful applicant a highly competitive salary and benefits package.

About the role

Key responsibilities

Operational leadership and team development

- Provide clear leadership across the Digital Engagement function.
- Line manage the Digital Marketing Manager, Social Media Officer and Website Content & UX Officer.
- Set clear objectives, coach through regular one-to-ones and support professional development.
- Build a collaborative, high trust culture that values inclusion, curiosity and accountability.
- Ensure the team has clear backlogs, roadmaps and ways of working that keep delivery smooth and focused.

Digital strategic approach and planning

- Shape and deliver an integrated, audience-led digital engagement strategy.
- Define the strategic role of each channel for priority audiences, with objectives, KPIs and success metrics.
- Set channel-specific plans across paid social, organic social, content creators engagement, email, paid search and website content/UX.
- Lead annual and quarterly planning, translating organisational goals into clear digital roadmaps with budgets, testing agendas and resourcing.
- Monitor sector, platform and audience trends, advising on where to pivot, invest or pause.
- Guide the Digital Engagement team to deliver effective programmes with clear targeting, creative variants and measurable outcomes.

Digital Marketing ownership

- Oversee a balanced mix of paid, organic and earned activity, ensuring they work together to drive reach, community and conversion.
- Set standards for community management, social listening, risk protocols and out of hours response where required.
- Define our approach to engaging content creators.
- Strengthen the organisation's approach to paid social, building capability, confidence and performance.
- Set the strategic approach for paid social campaigns, with a clear pathway towards delivering a high-quality, scalable campaign in Q4.
- Oversee paid search and Google Ad Grant activity, ensuring compliance, relevance and strong conversion tracking.

Email and supporter journeys

- Oversee performance and growth across paid and owned channels.
- Lead the development of a clear email strategy, starting with strong foundations for best-practice journeys
- Oversee the design and implementation of core email journeys
- Ensure email activity is insight-led, tested and aligned with wider supporter journeys across channels
- Maintain a practical test plan covering audiences, messaging, creative and landing experiences.

Website content and user experience

- Lead the long term development of the charity's website.
- Set the content and UX strategy with audience needs at the centre, ensuring information is findable, inclusive and persuasive.
- Oversee page governance, templates and information architecture to support both storytelling and conversion.
- Prioritise UX improvements using evidence from analytics, user feedback and best practice.
- Ensure the site reflects our brand voice and values, with accessible content and clear journeys.

About the role

Key responsibilities

Innovation, creative approach, testing and optimisation

- Embed a culture of smart experimentation and continuous improvement.
- Champion creative exploration across formats, storytelling and interaction design, while setting clear hypotheses and guardrails.
- Maintain a cross-channel testing backlog, with transparent prioritisation, timelines and owners.
- Ensure rigorous measurement: define success criteria, document results, share learning and scale winning variants.
- Encourage responsible adoption of new features and tools where they solve real audience problems.

Data, tracking and reporting

- Ensure decisions are grounded in accurate data and meaningful insight.
- Set the strategic direction for digital analytics and performance measurement.
- Oversee GA4 tracking, analytics and reporting frameworks across channels and key journeys, working with external agencies or specialists to establish robust reporting foundations
- Commission accessible dashboards and provide narrative context so stakeholders understand performance and next actions.
- Promote outcome-focused reporting that complements top of funnel/brand metrics.

Stakeholder and partner collaboration (internal and external, including suppliers)

- Lead strong, respectful collaboration that gets the best from people and partners.
- Partner with fundraising, family services, brand, and data & insight teams to shape clear briefs and deliver impactful digital work.
- Manage agencies, creators, platform reps and technical suppliers: set scopes, deliverables, timelines and KPIs, and review performance against objectives.
- Ensure all external output meets brand, accessibility, safeguarding and data protection standards.
- Build constructive relationships with senior stakeholders, presenting insights and recommendations with clarity.

Budget and resource accountability

- Hold responsibility for digital engagement budgets and resourcing.
- Oversee budget planning, forecasting and in-flight reallocation to maximise value.
- Track spend, approve invoices and maintain strong financial governance.
- Assess capacity and recommend when to use external support, with clear cost-benefit rationale.



About the role

Person Specification

Knowledge and Experience:

- Significant experience leading audience-led digital channels across paid, organic social, email and web within a charity.
- Demonstrable experience of leading digital engagement change projects
- Proven track record developing channel-specific strategies and roadmaps that drive growth, engagement and conversion.
- Experience setting digital strategy and direction while remaining close to delivery
- Experience leading and line managing digital teams through change and nurturing inclusive, high-performing cultures.
- Strong understanding of analytics, tracking and outcome-focused reporting (e.g. GA4, tagging, data governance).
- Experience commissioning and managing agencies, creators and technical suppliers.
- Comprehensive understanding of accessibility, safeguarding and ethical digital practice.
- Desirable: experience with influencer governance, CRM-integrated journeys, or major website and IA projects.

Skills and Abilities:

- Credible, collaborative leader who can inspire confidence and momentum during change.
- Strategic thinker who can translate long-term ambition and distil insight into clear plans and practical delivery.
- Skilled communicator who simplifies complexity and brings colleagues and partners with them.
- Confident decision-maker, comfortable balancing creativity with risk and feasibility.
- Strong analytical skills with a disciplined test-and-learn mindset.
- Inclusive leader who sets high standards while keeping momentum and morale strong.
- Comfortable presenting to senior stakeholders and translating data into action.
- Creative problem solver who spots opportunities and moves at pace with care.
- Calm and resilient under pressure



Staff stories

Find out what some of our staff think about working for Ronald McDonald House UK.

How to apply

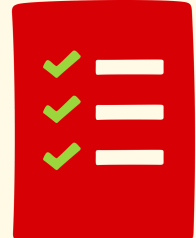
Closing date:

Sunday 16 August 2026

All applications must be submitted before midnight on this date.

Please enclose:

- A full CV
- **A completed demographic form (optional)**
- **Answers to the following questions (no more than 500 words per answer):**



1. Tell us about a time you led a significant digital mobilisation project. What was the challenge, how did you approach it, and what measurable impact did it have?
2. This role requires building enthusiasm for digital engagement across an organisation where colleagues have varying levels of digital knowledge. Can you describe a time when you successfully influenced stakeholders to adopt a new digital approach or way of working? What did you do, and what was the outcome?

To submit your application, please email:
ronaldmcdonaldhouse.recruitment@uk.mcd.com

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

If you would like to discuss the role before applying, contact us at:



0203 892 0774



ronaldmcdonaldhouse.recruitment@uk.mcd.com

Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

Equal Opportunities Employer

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

