



DETAILS OF ROLE	
Role title	Digital and Innovation Officer
Reports to	Digital and Innovation Manager
Directorate & Team	Fundraising & Marketing Public Fundraising
Hours & Contract	Full time 3-year fixed term
Location	17-21 Wenlock Road, London, N1 7GT
Salary	£32, 240 per annum Grade 3 / Zone 1

Who we are and what we do

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 15 of the UK's leading humanitarian agencies: ActionAid, Action Against Hunger, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide (UK), Islamic Relief Worldwide, International Rescue Committee UK, Oxfam GB, Plan International UK, Save the Children, Tearfund and World Vision.

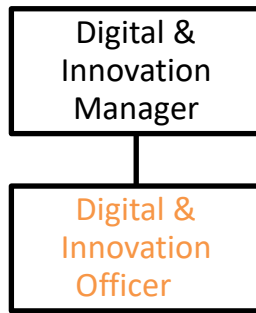
Since it was founded in 1963, the DEC has run over 77 fundraising appeals and raised more than £2.4 billion to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio, and an increasing number of digital channels.

Most DEC funds are raised over an intensive two-week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three-year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from its member agencies and a range of core cost funders, and is responsible for the day-to-day running of the DEC. There are currently 36 staff members and a small number of dedicated volunteers, working together to promote the strategic values of collaboration, accountability & transparency, learning, humanitarian, and impartiality.

Team Structure



Purpose of the role

This role sits in the Fundraising and Marketing Department, working closely with the Communications Department, with the purpose to support the Digital and Innovation Manager in the varied areas of digital fundraising, performance and compliance, website development and innovation in the organisation. Working with key suppliers on each area of delivery, this role will help with coordination of projects and sprints.

This is a new role that will be integral to help drive income during the DEC's appeals and in supporting the DEC's new strategy. The role will support projects, i.e. enhancing digital data, exploring new digital advertising opportunities and the use of AI, whilst also contributing to the optimisation of existing channels and website user experience.

During the two-week advertising campaign that follows the launch of a DEC appeal – which we refer to as the “period of joint action” (PJA) – you will help to deliver fast paced paid social, display and search marketing campaigns, whilst also assisting with the launch of the appeal on the DEC website.

This role will have a strong focus on digital analytics, using data to share insights and develop learnings from platforms such as Google Analytics, HotJar and Meta.

RESPONSIBILITIES

Website

- In a PJA this role will help to coordinate the timely launch of an appeal on the website, this includes testing and identifying any potential issues with the donation funnel, page load speed checks, and supporting with the go-live checklist.
- Assist with the general management of the website's CMS (Drupal) and responding to queries and issues raised internally and externally.
- Working with the Digital and Innovation Manager on the website backlogs, maintaining a high quality of sprint planning with suppliers including setting user acceptance criteria and testing.
- Develop and maintain regular digital performance reports to help understand digital audiences, insights and learnings along with suggestions for optimisation using analytics platforms like Google Analytics and HotJar.
- Support website UX reviews and ongoing UX practices including embedding A/B testing to optimise key user journeys including the donation journey.
- Embed SEO and accessibility best practices.
- Support with other tools and digital initiatives used on the website, including testing software, accessibility, subdomains/microsites.

- Help with maintaining digital security and disaster recovery to ensure appeal readiness.

Digital fundraising

- Assist the quick execution of paid social, search and display advertising during a PJA. Coordinate with suppliers and internal stakeholders to help launch ads quickly and then review and optimise performance intensively during the two-week campaign and beyond it on an ongoing basis as required.
- Develop and review digital performance reports – use insights to help inform the social and digital strategies.
- Help coordinate the digital fundraising and marketing delivery and reporting throughout an appeal lifecycle including ‘reporting back’ campaigns and appeal closure.

Innovation

- Support with innovation sprints, workshops and new product development as and when necessary.
- Explore the opportunities of AI within the organisation, supporting with new product development and project management of these products ongoing where necessary.
- Research and share insights for digital innovations.

General

- Support the Digital and Innovation Manager with administrative tasks including prepping reports for governance groups, board, sub-committees and other meetings as required, digital roadmaps and planning, and meeting management with suppliers.
- Maintain digital compliance, adhering to cookie regulations, GDPR and other digital compliance frameworks.

Competencies	Level & Descriptor	Demonstrable descriptors [key, are in bold]
1. Delivering Quality Results	B Demonstrates excellent project management skills within team.	> Demonstrates systematic approach and excellent project management skills to agreed timescales (timelines, targets, donor requirements). > Makes sound decisions within remit of own role. > Sets realistic deadlines and goals for self and team.
2. Planning	B Is aware of others’ activities and vice versa in planning activities.	> Takes account of team members and others workload when planning. > Maintains awareness of impact on other parts of the organisation, keeping abreast of other’s activities, objectives, commitments, and needs. > Has a good understanding of the sector in which the DEC operates.

Competencies	Level & Descriptor	Demonstrable descriptors [key, are in bold]
3. Analytical and Innovative Thinking	A Gathers information and identifies problems effectively	>Interprets basic written information. > Pays attention to detail by identifying and correcting errors. >Recognises problems within their remit. >Uses appropriate methods for gathering and summarising data.
4. Communications	B Fosters two-way communication and adapts communications effectively.	>Maintains constructive, open and consistent communication with others. >Resolves minor misunderstandings and conflicts effectively. > Communicates equally effectively at all organisational levels as well as external stakeholders (suppliers, partners and member agencies). >Tailors communication (content, style and medium) to diverse audiences.
5. Team Working and Collaboration	A Works effectively as team player	>Knows their stakeholders and their requirements well. >Respects and listens to different views/opinions. >Is proactive in providing and seeking support from others. >Gives and receives constructive criticism.
6. Leading and Motivating	A Open to learning and responds positively to feedback	> Actively manages own development and performance positively. >Builds capacity of colleagues by sharing knowledge (induction) and acting as induction 'buddy' when asked. >Open to learning new things. >Responds positively to feedback from others. >Learns lessons from successes and failures
7. Resilience	B Remains professional under external pressure	>Able to adapt to changing situations effortlessly. > Remains constructive and positive under stress and able to tolerate difficult situations and environments. >Learns from own successes / mistakes. >Responds positively to change, embracing and using new practices or values to accomplish goals and solve problems and supports others to do the same.

PERSON SPECIFICATION		
Criterion and descriptors	Essential	Desirable
Knowledge / Experience	<p>1. Proven experience within the charity sector.</p> <p>2. Proficiency in content management systems, with experience in Drupal being advantageous but not mandatory.</p> <p>3. Basic understanding of HTML and CSS.</p> <p>4. Good working knowledge of Google Analytics, with experience in GA4.</p> <p>5. Experience using Google tools such as Tag Manager and Search Console.</p> <p>6. Familiarity with advertising platforms including AdWords, Meta, and Twitter.</p> <p>7. SEM experience and understanding of paid strategies and SEO.</p> <p>8. Basic understanding of product development, SCRUM, Agile methodologies, sprints, and design thinking.</p> <p>9. Solid grasp of what constitutes an excellent digital user experience, with a focus on maintaining digital governance and accessibility standards.</p>	<p>D</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>E</p>
Skills	<p>1. Excellent analytical skills with the ability to understand digital metrics.</p> <p>2. Technical proficiency – high level of proficiency with digital tools and platforms.</p> <p>3. Organisational skills with the ability to prioritise and work under pressure.</p> <p>4. Clear and confident communicator both orally and in writing.</p> <p>5. High attention to detail and accuracy in processing and presenting information.</p> <p>6. Interest and passion for digital and using data for actionable changes.</p> <p>7. Appetite to learn and upskill where necessary.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>

<p>Secretariat culture and mind set</p>	<p>Ensure DEC’s values are integral to and are upheld, throughout your DEC journey.</p> <p>Open to effective, personalised support for managing a healthy work-life balance.</p> <p>Acute self-awareness, maintaining behaviour and conduct of the highest standards of professionalism and respect as an ambassador for the DEC.</p> <p>Actively contribute to make the DEC a diverse and equitable workplace through inclusive practice and openness to different perspectives, cultures, and ideas.</p> <p>Embrace the working culture of a progressive learning and demanding humanitarian secretariat, seeking insight and using problems as opportunities to learn.</p>
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This job description is a guide to the nature of the work required of the position at the DEC and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required as the DEC learns and evolves in response to global emergencies.