





Digital Marketing Manager

 **Location:** Remote

 **Salary:** £48,000 - £55,000

 **Reporting to:** Head of Fundraising Marketing and Innovation

 **Contract:** Full time, Permanent

Background

Social Mind are experts at using social fundraising to drive income and engagement. From product innovation, journey design and campaign builds to virtual event management, we support charities in delivering successful campaigns at scale.

Our fundraising platform, Social Sync, aims to revolutionise the sector with integrated digital fundraising campaigns, and behavioural omni-channel supporter journeys.

We empower charities to raise more money with integrated multi-platform fundraising, drive supporter acquisition and build stronger relationships with sophisticated, personal journeys unlocking supporter potential with meaningful insights.

The Role

As the Digital Marketing Manager, you will lead the strategic planning, execution, and optimisation of multi-channel digital marketing campaigns that drive impactful results for our charity partners. This role combines strategic oversight with hands-on management, ensuring that both day-to-day tactical tasks and long-term strategic goals are met.

You will be responsible for managing paid social campaigns across platforms such as Facebook, Instagram, LinkedIn, TikTok, X (Twitter) and more. This includes overseeing campaign performance, client communications, and ensuring that our campaigns deliver a strong return on ad spend (ROAS).

You will collaborate closely with internal teams to build, deliver, and refine sector-leading digital marketing campaigns that maximise income for our clients.

Key Responsibilities

Marketing Strategy

- **Campaign Development:** Oversee the development of multichannel paid social media marketing campaigns with the objective of providing our clients the best possible return on ad spend.
- **Strategy refinement and innovation:** Responsible for the refinement of the paid marketing strategies offered to our charity partners. Leading on testing new platform, audience and creative approaches which significantly improve outcomes.
- **Industry Leadership:** Understand and influence industry trends and standards, ensuring that Social Mind remains a leader in digital marketing innovation for the charity sector

Campaign Delivery

- **Production:** Oversee and support the production of marketing campaign resources such as copy and media ensuring the final execution meets our charity partners brand requirements and delivers the best possible results.
- **Media Buying and Search Engine Optimisation:** Oversee and support the delivery of paid social media campaigns with significant budgets working across a variety of channels including Facebook, Instagram, LinkedIn, TikTok, X (Twitter), and more. Develop and execute SEO strategies.
- **Campaign Optimisation:** Continuously monitor campaign KPIs, adjusting strategies as needed to maximise ROAS and campaign effectiveness.

Team Leadership and Development

- **Mentorship and Team Support:** Mentor and develop team members, fostering a culture of continuous learning and improvement in digital marketing practices. Lead on recruitment and resource management of both permanent staff and freelance contributors to build a strong marketing team capable of delivering exceptional results.
- **Cross-Functional Collaboration:** Work closely with internal teams including Customer Success, Stewardship, Supporter Journeys and Product to ensure cohesive and successful campaign delivery.
- **Client Side Subject Matter Expert:** Work closely with Customer Success team to provide client communications and to attend client meetings in capacity of subject matter expert on digital campaign strategy and optimisation.

What You Will Do

- **Proactively Lead Industry Innovation:** Continuously scan the horizon for emerging trends and advancements in digital marketing, ensuring Social Mind not only stays ahead of industry shifts but also actively influences and shapes future standards in the charity sector.
- **Lead Paid Social Campaigns and SEO:** Oversee the end-to-end management of multi-channel paid social campaigns across platforms such as Facebook, Instagram, LinkedIn, TikTok, X (Twitter) ensuring effective execution and optimisation for maximum return on ad spend.
- **Drive Campaign Innovation:** Implement innovative strategies to continuously improve campaign performance, adopting a test-and-learn approach to optimise ads, targeting, and creative assets.
- **Creative Design:** Be accountable for creative design and managing the required resource to deliver against multiple concurrent projects with competing deadline making decisions on when to outsource to support internal team.
- **Analyse and Report Campaign Performance:** Use analytics to track, measure, and report on the success of campaigns, providing insights and recommendations for improvement.

- **Develop Team Expertise:** Mentor and support your team, fostering a progressive culture of development in digital marketing practices, creative design, and data-driven decision-making.

Skills and Knowledge

- **Paid Media and SEO Expertise:** Significant hands-on experience in planning, executing, and optimising PPC and paid social campaigns, preferably within a digital agency or charity environment.
- **Analytical Proficiency:** Strong analytical skills with experience in using tools like Google Analytics to track, report, and optimise campaign performance.
- **Digital Marketing Landscape:** A thorough understanding of the digital marketing landscape, including experience across multiple platforms.
- **Attention to Detail:** Outstanding written skills with a keen eye for detail, ensuring error-free communication and reporting.
- **Project Management:** Proven track record of managing multiple projects or accounts concurrently while maintaining high standards of work.
- **Innovative Thinking:** Ability to identify and implement new digital marketing strategies, driving continuous improvement and staying ahead of industry trends.

Benefits

- 33 days of paid holiday (pro-rata) inclusive of Statutory Bank Holidays.
- Flexible working based on team hours.
- Enhanced maternity & paternity pay.
- Pension contributions.