

# DIGITAL MARKETING MANAGER

Application Information

July 2024



# Welcome

Hello prospective candidate! We are really pleased that you are interested in working with us here at The Lullaby Trust. Let us tell you more about our organisation.

It is a key time to be joining the charity as we continue to save babies' lives and support bereaved families. The charity has been hugely successful, but the work is far from done. The impact of the sudden death of a baby is wide and never goes away, as we know from the families that we support. This drives all our work, across each department. We are a close and friendly staff team who all share passionately in the charity's objectives, vision and values.

The Digital Marketing Manager is a brand new role in the newly structured Income and Engagement team. Whoever takes on this role will have a huge amount of scope and opportunity to really transform The Lullaby Trust's digital presence from the ground up. The post holder will lead a team to deliver all digital marketing activity and focus on continually developing this and digital brand presence, to achieve our organisational objectives.

**Jenny Ward**  
**Chief Executive**





# About us

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 3 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by 83%, saving the lives of more than 30,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

At The Lullaby Trust, we provide an incredibly supportive working environment that embraces hybrid working, flexible hours, and individually tailored schedules. This empowers you to plan your work life according to your personal preferences and commitments, ensuring a fulfilling and balanced professional experience. If this interests you, we would love to hear from you!



# Our Values

## CARING

We care about all the people we support and always show compassion, warmth and understanding.

## REASSURING

We are supportive, clear, informative and non-judgemental

## TRUSTWORTHY

We have expert knowledge based on scientific evidence, data and experience

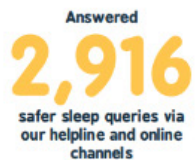
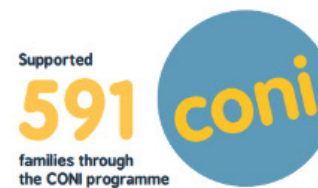
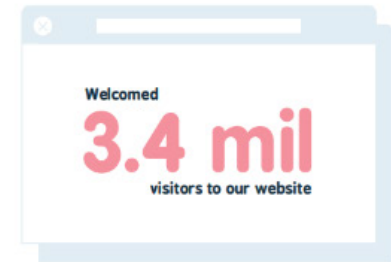
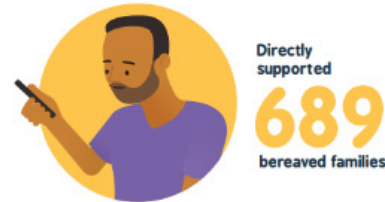
## DRIVEN

We won't stop until no baby dies suddenly and unexpectedly



# Our Impact 2022-23

## OUR YEAR in numbers



# The Role

<b>Post</b>	Digital Marketing Manager
<b>Location</b>	Hybrid (London office ~1-2 days per week)
<b>Department</b>	Income and Engagement
<b>Salary</b>	Up to £45,000 per year
<b>Hours</b>	Full-time, Flexible
<b>Responsible to</b>	Head of Income and Engagement
<b>Responsible for</b>	Digital Marketing Officer, Digital Designer

## Main function of job

As the Digital Marketing Manager, this role will be responsible for the digital marketing strategy and all marketing activity for The Lullaby Trust. The post holder will lead a team to deliver all digital marketing activity and focus on continually developing our digital marketing and digital brand presence to achieve our organisational objectives.

This role will cultivate cohesive working relationships across their team and across the organisation to ensure that all digital marketing and traditional marketing activity supports the overall organisational strategy and all other department's objectives.

## The main functions of this role will be

1. Team Leadership
2. Leading all organisational marketing and digital strategy

# Main Duties & Responsibilities



## 1. Team Leadership

- Work closely with the Head of Income and Engagement and other members of the leadership and wider organisation, to collectively implement the vision, strategy, and plans.
- Lead the development and implementation of Digital Marketing and marketing strategies ensuring there is integration of supporter engagement, income generation and service delivery messages and content.
- Lead by example and promote positive relationships, collaboration and effective team working across all teams.
- Lead the team to provide clarity and ownership of objectives and KPI's.
- Lead by example to bring our organisational culture to life with our digital marketing and marketing presence.
- Lead relevant meetings, including preparation and planning to ensure that the team and Senior Leadership team are fully engaged in the development and implementation of marketing strategies, highlighting key risks, opportunities, and successes.
- Ensure all relevant statutory and regulatory requirements relating to your field are met.
- Be an active member of the Management Team

## 2. Marketing and Digital

- Lead the brand delivery across all channels.
- Lead the digital marketing strategy and development across the organisation, working across other teams to ensure it supports their objectives.
- Lead the maintenance and ongoing optimisation of the website.
- Lead the delivery of PR activity, working with other teams on their PR requirements.
- Lead the day-to-day digital marketing initiatives across the charity with your team.
- Manage the optimisation of the website with your team, to ensure it supports organisational, brand, marketing, and fundraising objectives.
- Lead the development of Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) strategy and implementation with support from your team.
- Lead the management and long-term development of all our social media channels with the team, including the development of new channels e.g. TikTok
- Develop a clear and sustainable email marketing engagement strategy and deliver with your team.
- Develop the content marketing strategy and digital advertising plans.
- Managing our publications and resources in all formats, including animations.

Priorities for the year and key tasks are reviewed regularly. They are subject to updates in line with decisions made at The Lullaby Trust's strategic reviews, and funding requirements.

# Person Specification

## Qualifications/education required:

- Commensurate experience in an applicable role
- Evidence of commitment to professional development in the Digital Marketing and Marketing fields.

## Competencies required:

- Excellent digital, written, and verbal communications skills.
- Ability to adapt marketing messages to all relevant media channels
- Confident use of all relevant social media platforms and IT packages.
- Able to think creatively and identify business development opportunities.
- Flexible attitude and approach to work, leadership, and collaborative working
- Digital Marketing management experience in commercial in an impact focused role.
- Experience of delivering a digital fundraising strategy and online donations.
- Budget control responsibilities.
- Experience of leading a digital marketing strategy with a team.
- Experience of line management and leadership.
- Proven successful experience of developing and implementing an integrated digital strategy that has accelerated income growth.

## Specialist training required:

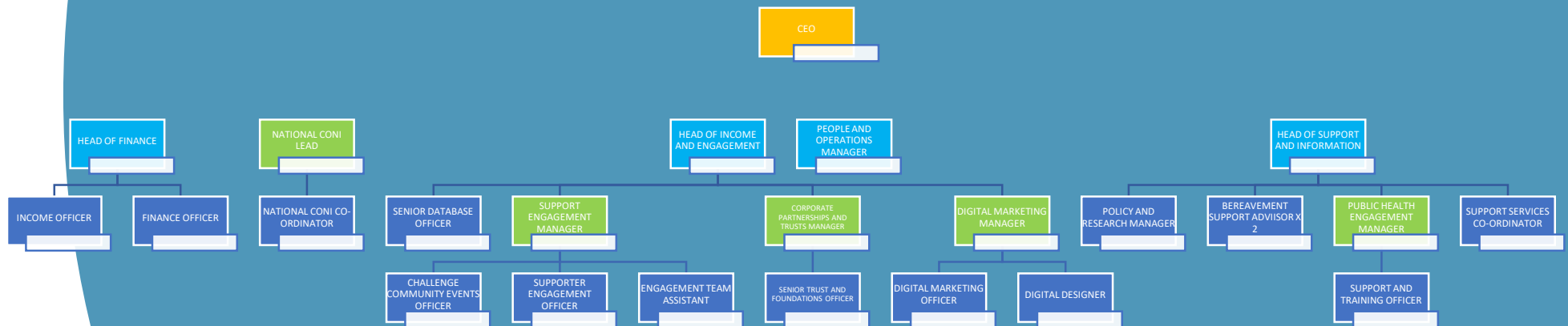
- Training will be provided on safer sleep advice and bereavement support issues.

## Personal characteristics required:

- Self-motivator
- Target driven
- Energetic with initiative and drive
- Friendly, determined, resourceful and professional
- Strategic thinker.
- Numerate and analytical
- Empathetic approach to the issue of baby loss
- Commitment to the organisation's strategic goal to reduce the rate of unexplained infant deaths and to support bereaved families



# Organisational Structure



# Key Benefits

- 25 days annual leave plus 8 days paid public holidays every year (pro rata for part time staff)
- Additional leave between Christmas and New Year when the office closes
- Flexible and remote working is available to all staff
- Enhanced company Maternity and Parental Leave
- Any member of Staff affected by loss of a close family member will be granted compassionate leave paid at their normal salary
- Ability to buy up to 5 extra days of holiday
- A company pension scheme with matched contributions of up to 5% after 3 months
- A healthcare cash plan free of charge to all staff, enabling staff to claim 100% of the costs of everyday healthcare up to annual limits
- 24/7 Employee Assistance Programme offers free, confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues
- Long-service leave entitlement after 3 years of service
- Up to 1-year unpaid sabbatical leave after 5 years of service
- Free travel loan to work after successful probation
- Free eye-care vouchers after successful probation
- Free will writing service



# Removing bias during the recruitment process

- In line with our commitment and desire to build a diverse workplace we have put some processes in place to ensure a fair recruitment process.
- **The Application**
- If written format is not your preferred method of communication, we also offer the opportunity to apply via video recording instead. Simply send us a video recording of yourself answering the key questions on the application form via Whatsapp to 07884666106 and our recruitment team will type them up to maintain your anonymity.
- The recruitment process is blind. When you apply, your personal details are anonymised to avoid any unconscious bias and we use a standardised scoring system to ensure fair shortlisting of candidates for interview.
- Ask our recruitment team any questions or voice any concerns and the team will happily support you in overcoming any barriers that we may have missed.
- **The Interview**
- We will be as flexible as we can to ensure you can attend your interview. We send out any interview tasks you will be asked prior to your interview to give you time to prepare meaningful answers.
- We will send out interview question themes prior to the interview to give you time to prepare meaningful answers.
- We have a member of the team who is trained in Safer Recruitment on the panel for each interview to ensure a fair and safe process.
- We use a standardised scoring sheet for each interview with pre-agreed criteria based on the Candidate Pack and any tasks. At the end of the interview, each panel member gives their overall score and we take an average of these to reduce any risk of bias.

# To Apply

Please [CLICK HERE](#) to apply.

Applications will close on Friday 2nd August 2024 at 23:30

Early applications are encouraged as we will review applications throughout the advertising period, and reserve the right to close the advert early should we receive a sufficient number of applications.

Interviews may be held during the advertising period or shortly after the close date.

Please note interviews will be held over Microsoft Teams.

If you have any questions, or would like to discuss your application, please email the People and Operations Manager on [jennys@lullabytrust.org.uk](mailto:jennys@lullabytrust.org.uk)

