

DIGITAL MARKETING OFFICER

Application Information

August 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 Officer is an integral role in the newly structured Income and Engagement team. Your keen eye for trends, creativity and curiosity for all things digital will be a key foundation block to our digital success. Using your hands-on experience of elevating campaigns and content, you will relish any opportunity to make our community feel heard, and deeply engage our audience.

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



Our social content appeared in over
22 mil
social media feeds



309
professionals contacted us for support on behalf of a family they are working with



Directly supported
689
bereaved families



Welcomed
3.4 mil
visitors to our website



Sent out
185,619
leaflets on safer sleep advice to parents, carers and professionals working with families



89%
of professionals who completed our training in the year said that the quality of the training was high and 86% identified changes they would make to their professional practice



Matched up BeFrienders with
53
bereaved families to offer peer-to-peer support during the year

Supported
591 **coni**
families through the CONI programme

Answered
2,916
safer sleep queries via our helpline and online channels

Shared safer sleep information directly with
587
health professionals



Safer sleep animations viewed over
400k
times



We trained
1,564
professionals in life-saving safer sleep advice

The Role

Post	Digital Marketing Officer
Location	Hybrid (London office ~1-2 days per week)
Department	Income and Engagement
Salary	Up to £35,000 per year DOE
Hours	Full-time, Flexible
Responsible to	Digital Marketing Manager

Main function of job

Your keen eye for trends, creativity and curiosity for all things digital will be a key foundation block to our digital success. Using your hands-on experience of elevating campaigns and content, you will relish any opportunity to make our community feel heard, and deeply engage our audience.

As the Digital Marketing Officer, you will deliver digital marketing activity and traditional marketing activity for The Lullaby Trust.

This role will focus on developing our digital marketing and digital brand activity to achieve our organisational objectives, save babies' lives and support bereaved families. This role will cultivate strong working relationships with all internal teams, to ensure that we are making digital marketing perform for all departments, to better our impact. Demonstrating commitment and enthusiasm for the sector, success in this role will require outstanding digital marketing experience focused on setting and achieving ambitious growth targets.

The main functions of this role will be

1. Digital marketing activity delivery and content creation
2. Traditional marketing activity delivery and content creation

Main Duties & Responsibilities



1. Team Working

- Work closely with all teams to identify opportunities and digital gaps, such as developing content with Bereavement Befrienders, our new and expectant parent panel, or exploring stories to share from service delivery.
- Work closely with the Digital Marketing Manager and other members of the digital, fundraising and services teams to implement strategy, and plans.
- Deliver digital marketing activity ensuring there is integration and deep understanding of supporter engagement, income generation and service delivery messages.
- Lead by example and promote positive relationships, collaboration and effective team working across all teams.
- Bring our organisational culture to life with our digital marketing activity, internally and externally, reporting successes and new insights across the organisation.
- Plan and prepare marketing projects and campaigns (such as Safer Sleep Week). Ensure that the wider team are engaged throughout, and aware of risks, opportunities and successes.
- Ensure all relevant statutory and regulatory requirements relating to your field are met.

2. Marketing and Digital

- Delivery of digital marketing activity across all channels.
- Monitor and analyse data to measure success and adapt approaches, sharing insights with the wider organisation.
- Lead on the integrated charity-wide content planning and delivery.
- Source and manage User Generated Content (UGC) for The Lullaby Trust, and deliver with purpose. Including regular and diverse family imagery and videos, collecting family stories for the charity.
- Implement the digital marketing strategy and development across the organisation, ensuring it supports the objectives of all teams.
- Optimise the website with your team, being aware of user journeys, to ensure it supports organisational, brand, marketing, and fundraising objectives.
- Monitor external topics, trends or relevant subjects that would benefit from The Lullaby Trust's input, or expand our reach.
- Deliver Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) and implement with support from your team.
- Develop social media activity and content, recommending new approaches and opportunities with the team.
- Deliver optimised and sustainable email marketing activity with your team.
- Deliver the content marketing plan and digital advertising plans.
- Assist with any other marketing and communications support with the team as required, such as responding to press enquiries, and developing printed content.

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 within digital marketing and communications
- Experience and evidence of using social media, e-mail marketing and SEO to achieve growth and impact
- Experience of delivering digital initiatives to achieve growth
- Experience of implementing a digital marketing strategy with a team

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 a commercial or 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.

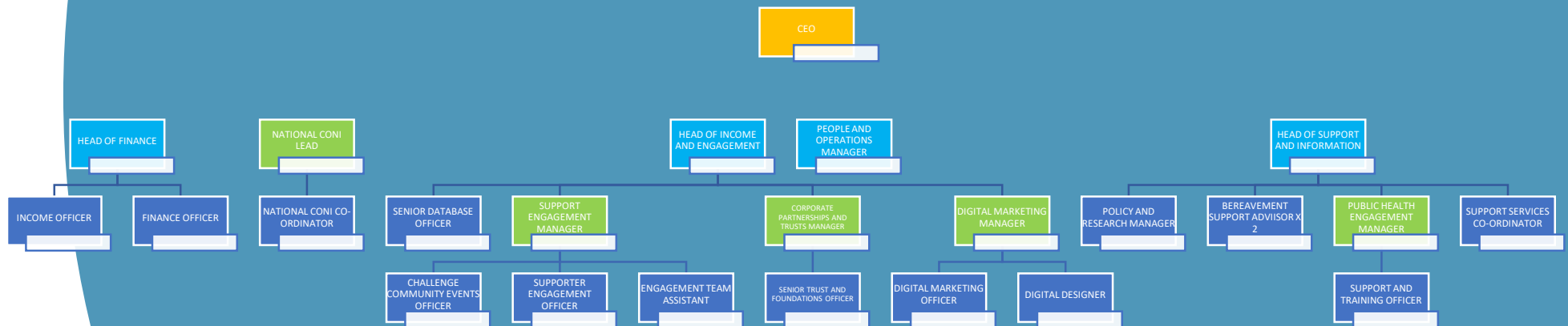
Specialist training required:

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

Personal characteristics required:

- Excellent digital, written, and verbal communications skills.
- People-centric with excellent interpersonal skills, warmth and an exceptional ability to display empathy and support.
- Excellent copywriter.
- Ability to adapt marketing messages to different channels.
- Motivational and enthusiastic team member, with the ability to use initiative to encourage new ways of working.
- Ability to prioritise work in a demanding environment, including time management and organisational skills.
- Strategic thinker.
- Experience of social media platforms, e-mail marketing platforms, Google Analytics, and IT packages.
- Strong organisational skills.
- Numerate and analytical.
- Excellent speaker with presentation skills.
- Able to think creatively, identify and explore exciting growth and impact opportunities.

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



Creating and accessible working environment



We know that in order to recruit the most talented people, we need to access a wide pool of talent, and this means being as inclusive as possible in how we recruit, support and retain our staff.

- **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.
- **If you need any adjustments to enable you to access this job information, or the application process, please let us know.**

To Apply

Please [CLICK HERE](#) to apply.

Applications will close on Wednesday 18th September 2024 at 23:30

Interviews are likely to be held w/c 23rd September. 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

