



# Digital Marketing Officer

## Information for applicants

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July 2024

## Job Description

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<b>JOB TITLE</b>	Digital Marketing Officer
<b>JOB PROFILE</b>	Use a broad mix of digital channels to drive engagement, awareness and income and help to build our online communities.
<b>LOCATION</b>	Wakefield, West Yorkshire. Hybrid working is available.
<b>CONTRACT</b>	Permanent, 30-37 hours. Compressed, condensed or school hours will be considered. Please detail any flexible working requests in your application.
<b>SALARY</b>	£26,000 to £28,000 depending on experience
<b>RESPONSIBLE TO</b>	Head of Communications and Campaigns
<b>WORKING WITH</b>	Senior Communications Officer, Fundraising Manager

## Who we are

The Miscarriage Association is a national charity dedicated to providing support and information to anyone affected by the loss of a baby in pregnancy. We also raise awareness of the impact of loss, advocate for those affected and challenge the taboos that can make miscarriage a lonely as well as distressing experience.

We do this by offering staffed support services (telephone helpline, live chat, email and DM), a network of peer support groups, a comprehensive website and a range of highly regarded patient leaflets. We also provide training and resources for health professionals and employers, contribute to research and ensure the patient voice is heard by policy and decision-makers.

We are about to begin a new chapter in our 40-year history, with ambitious plans to ensure our trusted services and support reach even more people affected by this often-heartbreaking experience.

## About this role

We are now looking for an enthusiastic and talented digital marketer to join our small and friendly team to help us on this exciting journey. Working as part of our newly expanded communications team, you will support the development and implementation of the strategic communications and marketing strategy.

You will lead on developing our digital channels to drive engagement and awareness and help to build our online communities. You will be responsible for the day-to-day management of the charity's website implementing brand guidelines to ensure a consistent approach to tone and content. You'll also maximise Google Ad and SEO opportunities, working alongside a specialist agency, where necessary.

You'll have previous experience of CRM systems and work closely with our fundraising team to develop supporter journeys and devise email and social media campaigns to help drive event sign-ups, donations and fundraising income.

Of course, you'll also stay alert to emerging digital trends and be adept at analytics and reporting on the success of your campaigns.

## Duties and Responsibilities

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### Digital marketing and social media

- Working with the Director of Communications and Campaigns and the Senior Communications Officer, support the development and implementation of the strategic communications and marketing strategy
- Working to brand guidelines and tone of voice, lead on the delivery of organic and paid social media content and ads
- Utilise the CRM system and email marketing tools (we use Beacon and Mailchimp) to devise supporter journeys and marketing campaigns across awareness, community and fundraising streams
- Manage Google Ads and Google grant budget
- Maintain knowledge of latest digital trends and respond accordingly
- Continually review our digital channels and for accessibility, implementing updates where necessary
- Regularly analyse and report on the success of digital activity

### Website

- Be responsible for the day-to-day management of the website, uploading content from across the organisation and ensuring consistency of brand and tone
- Oversee SEO (working alongside a specialist agency, where necessary)

### Engagement and awareness

- Engage with supporters and followers to build online communities across multiple channels
- Work alongside the Senior Communications Officer to help launch and curate a new TikTok channel

### General

- Undertake any other reasonable duties as commensurate with the role

## Person specification

Experience	Essential	Desirable
At least two years' experience in a previous digital marketing role	x	
Experience of utilising paid social media campaigns and Google Ads to drive awareness and income	x	
Experience of working for a charity or in the public sector		x
Previous experience of managing relationships with digital agencies/freelancers		x
Knowledge/skills	Essential	Desirable
Excellent understanding of social media channels and their audiences	x	
Experience of managing and building online communities	x	
Knowledge of CRM systems and data/email marketing segmentation	x	
Experience of email automation	x	
A good understanding of digital accessibility		x
Excellent knowledge of CMS (we use Wordpress)	x	
Good basic understanding of SEO	x	
Qualities	Essential	Desirable
Able to sensitively communicate with and about vulnerable beneficiaries	x	
Able to work effectively as part of a team and on own initiative	x	
Able to multi-task and quickly respond to opportunities or changing priorities	x	
Other	Essential	Desirable
High level of IT competence, especially Microsoft Office programmes	x	
The legal right to work in the UK	x	

## Additional benefits

- 25 days annual leave, rising to 28 days with service, plus (usually) 8 bank holidays.
- Employer's pension scheme with 8% gross salary contribution.
- Access to an Employee Assistance Programme (EAP).

## How to apply

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to [vicki@miscarriageassociation.org.uk](mailto:vicki@miscarriageassociation.org.uk) no later than 9am on Monday 22nd July. Please mark your email 'Digital Marketing Officer application'. Please include any links to previous examples of your work.

If you need this information in another format to aid your application, or you have accessibility requirements, please let us know.

Interviews are scheduled to take place in w/c August 5th. Those invited to attend will be asked to prepare for a short task. If you wish to be considered for this role but are unable to make this interview timeframe, please get in touch and we will try to make alternative arrangements.

We regret that due to limited staff resources we are unable to provide unsuccessful candidates with feedback about their applications.

We are not accepting applications via recruitment agencies for this role.