

Job Title: Digital Marketing and Engagement Executive

Location: London with Hybrid Working (2-3 days in London office) with some travel to project visits.

Job Type: 30 -37.5 hours

Salary: £30k-£35k

Reports to: CE /Dotted line to Corporate Fundraising Manager

About CRASH:

CRASH charity was founded in 1996 and thanks to the support of companies and individuals in the property & construction industry, for the last 28 years we have constructed places that care for people. CRASH is a respected and unique charity that lies at the heart of the property and construction industry.

CRASH helps homelessness charities and hospices with all aspects of their construction challenges. The companies who support us provide their professional expertise, their construction products and their donations which combine to construct places that care for people.

Job Summary:

The Digital Marketing and Engagement Executive will be responsible for developing, executing and optimising strategies to enhance digital presence, drive and engagement, and foster loyal long-term support. This role combines digital marketing expertise with a passion for building and managing strong relationships with the Construction Media, Industry membership bodies and worshipful companies. The role requires a creative, organised and proactive individual who can manage multiple projects and work collaboratively in a small team.

Key Responsibilities:

1. Digital Marketing Strategy

- Develop and implement a comprehensive digital marketing strategy to drive engagement and conversions across platforms including social media, email, website, and paid channels.
- Coordinate with the CRASH teams to deliver and manage consistent, on-brand messaging across all digital touchpoints.

2. Engagement

- Develop and nurture relationships with the Construction media, Industry membership bodies and worshipful companies ensuring meaningful interactions and positive experiences.
- Identify and build long lasting relationships with media outlets, drafting press releases and securing media coverage.

- Aim to be the Construction charity of choice at media and association events.
- Manage CRASH's attendance at such events and look to drive increased revenue from attendance at industry events.

3. Content Creation & Management:

- Create and distribute engaging content for charity projects and promotional materials across various channels, including social media, email, newsletters, website, press releases and marketing materials ensuring alignment with brand values and organisational goals.
- Attend project visits with the projects team to help create story content.
- Lead on content scheduling and publishing, ensuring messages are timely and relevant.
- Create and maintain a content calendar that supports key campaigns, events, and organisational priorities.

4. Data Analysis, Reporting & Trend Monitoring

- Monitor and analyse digital engagement metrics (social media, website traffic, email open rates, etc.) to assess campaign effectiveness and refine strategies.
- Prepare regular reports for CE and board of trustees highlighting successes, insights, and areas for improvement.
- Stay updated on digital marketing trends, supporter engagement best practices, and emerging technologies.
- Propose and implement innovative approaches to engage audiences and build brand loyalty.

5. General

- Represent the organisation at virtual and in-person events, strengthening relationships with key supporters.
- Support fundraising team at events.
- Ensure all brand promotional materials are up to date and current

Required Skills and Qualifications

- Formal qualification in Marketing, Public Relations, Event Management, or qualified by experience.
- Previous experience in communications, event management, or a related role, preferably within a nonprofit setting.
- Excellent communication skills with experience in writing compelling narrative and the ability to tailor messaging to different audiences.
- Strong organisational and time management skills with the ability to manage multiple projects simultaneously.
- Experience in social media management, content creation, and digital marketing.
- Proficiency in Microsoft Office Suite and design tools (e.g., WordPress Canva, Adobe Creative Suite).
- Strong interpersonal skills with the ability to collaborate across teams and build relationships with diverse stakeholders.
- A passion for the mission and work of the charity and a desire to make a positive impact
- **Preferred Qualifications**
- Experience in fundraising event planning and donor relations.
- Experience with digital tools such as HubSpot, Act, or similar CRM platforms.

Key Competencies

- **Creativity:** Able to think outside the box and come up with innovative ideas for events, campaigns, and communications.
- **Attention to Detail:** A meticulous approach to event planning, communications, and content creation.
- **Collaboration:** A team player who can work effectively with others to achieve shared goals.
- **Time Management:** Ability to work under pressure, prioritise tasks, and meet deadlines.
- **Problem Solving:** Quick thinking and adaptability in managing challenges that may arise during events or communications efforts.

Key Relationships

- CRASH is a small team of 7 so it is vitally important that this role builds strong collaborative working practices across the organisation as well as with external stakeholders.

Benefits

- 25 days annual leave plus bank holidays
- Company pension scheme offering 5% employer contributions
- Hybrid working opportunities