

# Campaigns and Digital Marketing Manager

*For making life possible*



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# Campaigns and Digital Marketing Manager

Reports to: Communications Manager

Direct reports: Digital Content Officer and Individual Giving Officer

The Campaigns and Digital Marketing Manager plays a vital role in the business planning and delivery of our multi-channel campaigns and marketing activities. The role will utilise audience data and insight to maximise awareness and audience acquisition.

This is a new role at the charity to support a period of digital transformation and our ambitious five-year strategy.

## Key responsibilities

- Manage, deliver and develop a portfolio of campaigns and marketing activities, which currently include seasonal cash appeals; our regular giving product, Sponsor A Puppy; legacy marketing; the Family Dog workshops; and targeted volunteer recruitment.
- Manage the appeals and direct marketing budget, with regular analysis of KPIs to measure the effectiveness of activities and return on investment.
- Oversee our social media channels and social media strategy development.
- Line management of the Digital Content Officer and Individual Giving Officer.
- Support the development of our Sponsor A Puppy product, utilising audience data and insight to maximise acquisition and retention.



- Build relationships with third-party agencies, including our digital partner, creative agency and fulfilment suppliers to deliver end-to-end campaigns and appeals.
- Work with the Website and Content Manager to support search engine optimisation.
- Monitor analytics tools, processes, and reporting for campaigns and digital content (paid and organic), providing analysis and recommendations to continuously improve performance.
- Ensure customer journeys support engagement, conversion, and retention, optimising capabilities within Dynamics 365.
- Work with the (proposed) digital steering group and outside agencies to define and implement future digital marketing activities designed to support income generation, person-centred service delivery and build our communities.
- Coordinate and fulfil marketing requests for digital support and assets across the charity, ensuring adherence to brand guidelines and best-practice accessibility standards.
- Ensure compliance with all necessary regulations and legal requirements, including the Fundraising Regulator, Safeguarding, Equal Opportunities, GDPR, Health & Safety and Working with Vulnerable Groups.

## Selection criteria

1. Experience of working with CRM systems and audience segmentation processes (ideally Dynamics) to increase income and engagement.
2. Evidence of using Google Analytics to set goals and objectives to achieve key results.
3. Experience and interest in designing, managing and reporting on media campaigns (owned, earned and paid).



4. Understanding of best practice accessibility standards for marketing and digital content.
5. Skilled in the application of data and insights to create meaningful analysis and continuous improvement.
6. Ability to motivate a team; understanding of personal objectives and development plans.
7. Evidence of developing UX and customer journeys to achieve income growth.
8. Understanding of the Fundraising Regulator, Gift Aid and Data Protection legislation and its practical application.

### Other requirements

1. Driving the charity's vehicles may be part of the job (i.e. to attend events), so a full driving licence is preferred but, where applicable, we will work with the chosen candidate to find alternative solutions where reasonable adjustments are required.
2. Must be willing to work occasional evenings and weekends as needed for the role.
3. Must be willing to travel to the charity's Head Office in Banbury as required.
4. You are expected to have a good understanding of safeguarding issues and how they should be applied to the work of the charity.
5. Must be sympathetic to the aims and objectives of the charity.
6. You will be required to have a criminal record check carried out by the Disclosure & Barring Service (DBS) when you first join the charity and every four years thereafter.

