supportdogs
For Autism, For Epilepsy, For Disability

Job Description

Job Title:	Digital Marketing Executive
Salary:	£28,000
Hours/Location	37.5 hours a week. Sheffield (part-time/job share will be considered)
Purpose of Job:	To work with the fundraising manager to successfully develop digital marketing channels, create content and increase reach
Responsible to:	Head of Fundraising
Specific Duties:	**MAIN RESPONSIBILITIES** • Day-to-day running of the Charity's social media accounts, creating engaging content, and managing and implementing the digital content planner. Respond to social media enquiries in a timely manner. • Managing the Charity's website, including content creation, ensuring effective user experience and SEO optimisation. • Maintenance and updates of brand and visual identity guidelines including accessibility and language best practice. • Use the appropriate analytics resources for both the website and social media accounts, to report on performance and areas for growth. • Manage social media campaigns promoting agreed areas of the charity's work. Driving more effective donor and volunteer recruitment and conversation across fundraising income streams. Manage Meta ads account. • Maintain the Google Ads account, ensuring that the Charity has targeted PPC internet marketing in line with our brand, messages and campaigns. Manage SEO tools for the charity.

	• Produce and manage digital assets, including videography, photography and digital graphics. Capture and organise photo and video content with service users and stakeholders for use in case studies, social media and the website. • Ensure a joined-up and creative approach to all our work across the whole organisation. **Communications** • Work with the Fundraising Manager to understand our key audiences and ensure all Support Dog's fundraising communications are highly targeted and effective. Ensure an increased profile of Support Dogs. **General:** • Ensure all fundraising is compliant with all aspects of Data Protection and Health & Safety Legislation. Ensure that Support Dogs operates within all fundraising guidelines as enforced by The Charities Commission, Institute of Fundraising and Fundraising Standards Board. • Undertake any other duties required by the Organisation • Attend and participate in training as required. Any other duties comparable with the grade and level of responsibility of this post, for which the post holder has the necessary experience and/or training
Experience	• Experience of digital marketing. You will be able to demonstrate your understanding of this. • Experience of digital/video content creation.
Essential qualities:	• Excellent interpersonal skills. Able to communicate with a wide range of people both internally and externally in person, by phone and electronically • Excellent, compelling, writing skills and a very high standard of written English with a close attention to detail • Excellent IT Skills including experience of using social media, website management and photographic editing software. • Numerate with the ability to summarise and understand basic budgets and analytical tools • A high level of initiative • The ability to work under pressure • To be able to prioritise work • Confidentiality • Sensitivity • To have an adaptable approach to work.

	• To be comfortable in the presence of dogs • Educated to degree level or equivalent experience • Valid driving licence
Preferred qualifications: (not essential as full training will be provided)	• To have a knowledge/ be willing to learn about disabilities.