

ROLE PROFILE



Role title: Senior Mobilisation Communications Executive	Location: London & home - hybrid
Reports to: Senior Mobilisation Communications Manager	Notice period: 4 weeks
Direct reports: N/A	
Budget responsibility & size: N/A	Manage personal data: Yes
Role purpose: To play a fundamental role in delivering key activities of the Mobilisation Communications Team that support the organisation's impact goals and advocacy targets. This includes supporting large cross departmental projects and also managing smaller workstreams.	

Key role responsibilities	% of Role
To live the Which? values embodying the behaviours that demonstrate that we care, we're rigorous, we're brave, we make it happen and we're connected.	N/A
Develop, build and test personalised and relevant content that supports our supporter audience strategy. Including developing and implementing email strategies that helps target decision makers, amplify campaign activation and increase engagement to help reach our campaign objectives and champion the supporter audience.	40%
Play a key role in the planning and delivery of key TTL campaign comms activity and workstreams, involving project planning and managing, project documents, managing stakeholders, feedback, approvals, delivery and report analysis, as well as deputising as required.	25%
Write engaging copy and develop high quality campaign materials designed to acquire, engage and retain our campaign audience. Including activity designed to engage with audiences on our campaigns website.	10%
Monitor and evaluate audience engagement, impact activity and reports, regularly sharing learnings and results, and optimising content to take account of those learnings.	5%
Build, enhance and monitor our email programs, including onboarding welcome journeys, reactivation programs and opportunities beyond advocacy impact.	5%
Support with team technology and data tasks and responsibilities, such as website management, data hygiene processes, retention and matching.	5%
Support with team administration tasks such as budget management, planning tools, external news and horizon scanning, weekly key activity updates	5%

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Which?

Subject matter expert/point of contact for consumer campaigning, updating wider team on charitable/non-profit best practice to ensure our best chance for impact and effective planning

5%

Key performance indicators (KPIs)

- Develop, deliver and test new initiatives that support our impact and engagement goals
- Achieve key TTL campaign communication objectives that are aligned to the company OKRs.
- Accurate and timely reporting on all activity.
- Effective data management and processes.

Key skills, qualifications & knowledge

	Essential (minimum criteria)	Desirable
Technical skills	<ul style="list-style-type: none"> • Experience delivering effective campaign management across channels. • Experience of end-to-end project management. Including complex projects and managing multiple stakeholders. • Excellent written and verbal communications, able to present ideas clearly and coherently up to senior level. • Experience copywriting for advocacy emails, landing pages and/or tools. • Experience of building journeys and tools to mobilise the public • An understanding of email campaigns, from build to delivery through an ESP, with proven track record • Experience with CRM systems with the ability to perform key functions such as query building, reporting and insights gathering. 	<ul style="list-style-type: none"> • Technical experience building landing pages and tools. • Content management system experience • Strong analytical skills with the ability to use data for helpful insights.
Computer skills	<ul style="list-style-type: none"> • Experience of the Microsoft suite (Word, PowerPoint, Excel) 	

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Which?

Critical knowledge	<ul style="list-style-type: none">• Experience mobilising any audience (the public/ supporters/donors/members) that helps influence decision makers• High attention to detail, with accurate and timely planning and delivery• A solid understanding of audience engagement through email	<ul style="list-style-type: none">• Understand data principles, including PECR and GDPR• Understand best practice and tactics in the campaign/ charity/ non-profit sector• Experience planning and coordinating wider campaign and advocacy activity.• Using data and research to create compelling content
Any other key skills or abilities	<ul style="list-style-type: none">• A proactive self-starter• Eagerness to develop and shape projects/tasks.• A positive attitude and proactive approach to projects, with an eagerness to develop, learn and take on challenges• An understanding of marketing principles.	