

Senior Digital Marketing Officer

Recruitment Pack



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Lusiana lives in a community vulnerable to climate change in Fiji. The disaster preparedness and response planning in her village has been inclusive.

CBM UK

www.cbmuk.org.uk 0800 567 7000

Charity Registration No 1058162 (England & Wales) SCO41101 (Scotland)

Working with a supportive, flexible employer

Thank you for your interest in joining the CBM UK team.

At CBM UK, you would be joining a very supportive and collaborative community, working with a team who are incredibly friendly and passionate about their work. The wellbeing of our team is central to how we work. We encourage a healthy work-life balance, offer flexitime and up to 50% working from home. Our team benefit from excellent personal development opportunities and we can offer the chance to undertake fully paid training or study.

CBM UK's main office is in central Cambridge. We have a wonderful and accessible modern office building which is located nearby to Stourbridge Common and the River Cam.

Respect and compassion are at the heart of all that we do, and this reflects in our culture. We are an organisation based on Christian values welcoming staff of all faiths and none. It's the basis of why we do what we do, striving to build a just and equitable world in which all people are included, loved, valued, and respected. We do not proselytise, and we work with partners of all faiths and none according to the greatest need.

We are part of the UK Government Disability Confident Scheme as a Disability Confident Employer. We are working towards moving to the highest Disability Confident Scheme level of Disability Confident Leader.

Disability Confident organisations play a leading role in changing attitudes for the better. They're changing behaviour and cultures in their own businesses, networks and communities, and reaping the benefits of inclusive recruitment practices.

Who we are

For over 115 years, CBM has been transforming lives around the world. We work with local partners, making sure people with disabilities in some of the world's poorest communities have access to healthcare, education and a future when they can thrive. And when a disaster strikes, we're there providing emergency relief and support to people with disabilities and helping communities recover and rebuild.

With 42 UK staff, we're part of a Global Federation working in 29 countries. This is a truly exciting time to join us as we embark on a new and ambitious new strategy, as we fight to end the cycle of poverty and disability.

Our Vision & Values

Our vision is an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

We Champion Inclusion

We challenge discrimination and embrace diversity. We work with people of all faiths and none and we strive to build a just and equitable world in which all people are included, loved, valued and respected.

We Strive for Justice

We challenge injustice and equip others to exercise their rights. We serve with compassion those in greatest need, regardless of race, gender, age or religious belief.

We Pursue Excellence

We creatively innovate and pursue continual improvement so that we can maximise our impact and bring about tangible change in the lives of those whom others leave behind.

We Embrace Partnership

We can achieve more when we work with others. We learn together with our partners, communicate respectfully and honestly, and we value everyone's unique contribution.

We Live with Integrity

We live responsibly and with honesty.



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About the role

Place of work	Munro House, Mercers Row, Cambridge , CB5 8HY, or alternatively the post holder can be based at , CBC House, 24 Canning Street, Edinburgh , EH3 8EG. With up to 50% working from home option.
Starting salary	£33,690 to £39,080 depending on experience (this will be pro-rata for part time hours).
Contract type	Permanent - 37.5 hours per week full time (80% considered)
Reports to	Head of Marketing

Key responsibilities

The Senior Digital Marketing Officer is responsible for driving forward CBM UK's digital fundraising, to grow our online presence and directly contribute to the success of our fundraising efforts.

The position holder is the digital fundraising lead responsible for the coordination, development, delivery, and testing of stand-alone digital fundraising projects, and (where appropriate) support and integrate with offline activity and wider fundraising and communications campaigns.

Using technical knowledge and expertise, and working closely alongside colleagues in fundraising and communications team, in particular the Senior Communications Officer and Marketing Officers, the position holder will lead on all stages of digital fundraising campaigns from conception to implementation and evaluation.

Digital fundraising (65%)

1. **Email marketing.** Responsible for email marketing to CBM UK's individual supporters, building an annual communications calendar for different segments and incorporating donation asks, thanking and cultivation. This will involve the building of emails and the setting up and testing of automated email journeys.
2. **Digital acquisition.** Lead on digital acquisition, working alongside the Marketing Officer (Acquisition) and managing digital agencies and freelancers to run digital display advertising, Pay Per Click, and Google Grant campaigns.
3. **Digital donor journeys.** Plan, test and develop digital donor journeys, incorporating segmenting email audiences, and testing automated email communications for new and existing supporters. Working with external providers to ensure tags are functional, and campaigns are tracked from funnel to donation.
4. **CBM UK website.** Ownership and coordination of fundraising sections of the CBM UK website. This includes appeal landing pages, donation forms and platforms, and pages relating to fundraising, to ensure a user-friendly experience for supporters to donate and find out more about the different ways of supporting our work. This will involve working closely with the Senior Communications Officer and the communications team who have overall responsibility for the CBM UK website.
5. **Paid social media.** Setting up and running paid social media to raise awareness, gain new leads, and generate donations.
6. **Emergency appeals.** In the event of a humanitarian crisis, contribute to developing digital marketing emergency appeals at short notice.

Strategy (15%)

1. **Income Generation and Engagement strategy.** Contribute to the development of an Income Generation and Engagement strategy, led by the Director of Fundraising, Impact & Communications, with a focus on how CBM UK can strategically use digital channels to cultivate existing and acquire new supporters.
2. **New digital products.** Proactively identifying new digital products and new testing opportunities to grow support and awareness from our target audiences online.

Planning, reporting, budgets (10%)

1. **Analysis and reporting.** Providing learnings and recommendations for future activity for digital campaigns.
2. **Digital budget.** Supporting the development and monitoring of the digital fundraising aspects of the public fundraising budget.

Other (10%)

1. **CBM values.** Be an excellent advocate for CBM, delivering communications in line with the vision and values of the charity.
2. **Legislation and ethical fundraising.** Adhere to legislation and ethical fundraising practices, specifically concerning Electronic Data Protection (PECR), GRDR, and fundraising regulations.
3. **External trends and competitor activities.** Maintain an awareness and anticipation of charity sector trends relating to digital marketing and keep abreast of competitor activities to enable CBM to respond and adapt quickly where appropriate.
4. **Other duties.** Carry out any other duties in relation to digital marketing as required by the Head of Marketing and Director of Fundraising, Impact & Communications.



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Person specification

Experience & Knowledge	
Experience in and knowledge of digital fundraising, having an understanding of digital marketing channels and how they apply to fundraising.	Essential
Experience of delivering and developing new and innovative digital campaigns.	Essential
Experience of working alongside agencies and freelancers to co-ordinate, review and monitor digital acquisition activity for maximum awareness and income generation, with some knowledge of PPC, SEO and Google AdWords campaigns.	Essential
Experience of setting up and sending mass marketing emails and of working with email service providers.	Essential
Experience working in a developing country context and/or in the development sector.	Desirable
Experience of working in a charity fundraising team.	Desirable
Experience of image and video editing software, such as Canva or Photoshop, to create and edit content for online communication and appeals.	Desirable
Skills, Competencies, & Personal Qualities	
Able to plan and, at times, work under pressure, with effective time-management skills and the ability to prioritise multiple tasks to ensure deadlines are met.	Essential
Excellent English language skills and able to communicate effectively, clearly and diplomatically both verbally and in writing in group and one to one settings. Experience of creating marketing content in one or more of the following: social media ads, emails, landing pages.	Essential
An analytical approach to testing with an attention to detail, to be able to analyse figures and results to make evidence-based recommendations on future decisions.	Essential
Adept in use of MS Office, including a good working knowledge of Word and Excel.	Essential
Sensitivity to working within a Christian framework	Essential
Knowledge of disability issues.	Desirable
Working knowledge of website CMS. Experience of Wordpress is desirable.	Desirable
Qualifications & Training	
Educated to degree level or equivalent, such as digital marketing qualification.	Desirable

Employee Benefits

- Agile working for all staff members which includes options for flexible working hours and up to 50% working from home for most roles.
- Wonderful modern offices, which are fully accessible.
- All full-time employees are entitled to 25 days' holiday per year in addition to UK public holidays.
- Option to buy extra annual leave.
- CBM places an emphasis on professional development and training for its employees in order to enable them to fulfil their roles. We support employees in their desire to further their qualifications and careers, including offering opportunities to undertake fully paid study and training.
- Competitive salaries within the sector. We regularly review salaries to attract, develop, motivate and retain the appropriate calibre of employees.
- We offer a generous pension plan with employer contribution of up to 5%.
- Group Life Insurance for all employees, which is equivalent to 2 x your annual salary.
- Yu-Life (employee wellbeing app).
- Our Wellbeing Working Group actively supports mental health and wellbeing in the office. We also offer a free Lifestyle Counselling Helpline & Online Support Service
- Bike to work scheme

Diversity and Safeguarding

Everyone has the right to be treated with consideration and respect. CBM UK is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual.

CBM UK aims to ensure that all staff, volunteers, supporters, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race, including colour, nationality, ethnicity, or national origin, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

All roles within CBM UK are required to actively respect, support and promote the safeguarding of all children and adults who come in contact with our organisation, including our beneficiaries, partners, staff and volunteers, ensuring policies and procedures are followed and observed at all times.

CBM UK is an equal opportunities organisation, a disability-confident employer, part of the Age Friendly Employer Pledge and committed to achieving the highest standards of diversity, fairness and equality. Should you require any additional support or reasonable adjustments please [email us](#).

Employment Checks

We are unable to provide sponsorship for this post. All offers of employment are made subject to proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, and three references satisfactory to CBM UK and a DBS Check.

Use of Curriculum Vitae

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such your CV should be accompanied by a completed application.

Shortlisting and Interviews

All applications are subject to our shortlisting process. If you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills tasks to complete as part of the recruitment process.

How to apply

More information about CBM can be found by visiting our [website](#). We are happy to answer any questions you may have. Please [email](#) our Recruitment Team or call us on 01223 484700.

Application forms can be [downloaded from our website](#). Please email your completed form and Curriculum Vitae to recruitment@cbmuk.org.uk

Closing date for the receipt of applications is Monday 25th November, 9am. With potential interviews being held week commencing 2nd December.

We look forward to receiving your application.

