



**Recruitment Pack
Senior Digital Marketing Executive
April 2024**

Welcome

Thank you for your interest in joining us in the fundraising & marketing team as the Senior Digital Marketing Executive at the Epilepsy Society. It is an exciting time to join us as we embark on our strategy to double our net income and raise £5m for people living with epilepsy by 2027. Epilepsy Society is an ambitious and passionate place to work. I hope you will be inspired by what we do and recognise our potential to do even more. This is an influential, key role - you will be joining an enthusiastic, high-performing team that likes to work hard, but have fun whilst doing so.

We hope this pack will give you a clear picture of what the role of Senior Digital Marketing Executive is all about, what it is like to work at the Epilepsy Society and to assess whether you have the right skills and experience to apply. Please do feel free to contact me to discuss any aspect of the role. I would be delighted to hear from you.


The Epilepsy Society is a person-centred charity and our commitment to equality, diversity and inclusion means we welcome applications from the widest possible range of people who meet the requirements of the role. We particularly welcome applications from those affected by epilepsy, who are disabled or are from an ethnic minority background. We are registered as a Disability Confident Committed Employer and are happy to provide support during the selection process, and on appointment.

Working hours are 9:00am – 5:00pm Monday to Friday and the role can be hybrid. Currently full-time members of the team usually work in the office three days a week and work from home two days a week.

Our people are what makes us great and we hope, once you have read this pack, you are inspired to make an application. If you still have questions my contact details are on the last page.

We look forward to hearing from you and good luck with your application.

Yours sincerely



Gordon Craig
Director of Fundraising

Working at Epilepsy Society

Our vision is for a world where epilepsy is irrelevant and people with epilepsy lead the lives they want to lead. We are the UK's only charity transforming the lives of people with epilepsy through world-leading research, advocacy and care. We put people at the heart of everything that we do.

We are fortunate our world-leading research centre is already transforming the lives of many people with epilepsy, and we naturally want to bring this opportunity to thousands more. We have ambitions to change the world in many ways for people with epilepsy. Ambitions that are shared by our partners at UCL and UCLH. We campaign, run a helpline service, disseminate epilepsy information and care for 100 people with complex neurological needs. We require more income to fund these vital services.

We benefit from a valuable country estate in Chalfont St Peter where we have been located for 130 years since the Charity was founded in 1892. This is where you will have the opportunity to work alongside world-renowned research scientists.



Benefits of working at Epilepsy Society:



27 days holiday



Pension scheme



Flexible working



Reward and recognition schemes

Why we exist

600,000 people in the UK live with epilepsy which is around 1 in 107 people. 79 people are diagnosed with epilepsy every day and 1 in 3 people can't gain seizure control through available treatments. Tragically there are 1,200 epilepsy related deaths each year. Anyone can develop epilepsy: it happens across all ages and races. Epilepsy is most commonly diagnosed in children and people over 65. There are over 60 types of seizures so just knowing that a person 'has epilepsy' does not tell you very much about their epilepsy and the type of seizures they have. Epilepsy is more common than Multiple Sclerosis and Parkinson's.

About us

We are a great team and a wonderful organisation to work for. Our organisational values are as follows:



We work in an open-plan office. You will be given independence and responsibility. We're open and like to listen. This role is interesting and varied and will give you the opportunity to develop and grow.

You will have the chance to see our world-leading epilepsy work first-hand, working alongside some of the best researchers and scientists in the world. Also on-site, at Chalfont, is our helpline, information team and care homes where we are looking after over 100 people with complex neurological needs.

There is flexibility with the role, you can work from home, there is generous holiday and training and development opportunities. There is plenty of free on-site car parking, a Café and beautiful grounds to work in and be surrounded by. We have a generous group pension scheme, an employee assistant programme (with confidential helpline with any support you might need) and Purple Rewards, a reward scheme with money-off benefits on a number of high street products and services.



Employee Benefits & Information

Holiday entitlement

27 days holiday + Bank Holidays. Opportunity to buy/sell annual leave and ability to take leave in lieu of any work commitments (eg fundraising events) worked outside of core hours

Pay date

25th of every month (or nearest Friday)

Pension

4% contribution to group pension scheme with 5% contribution by employee with the option for employees to contribute more

Flexible working

Flexible working. Our employees work flexibly in many different ways, including part-time, compressed hours and working from home

Death in Service Benefit

2x annual salary

Employee Assistance Programme

We have a 24/7 free phone confidential employee assistance programme and helpline available for counselling, financial and legal advice

Purple Rewards

Access to shopping discounts and cashback with thousands of retailers such as M&S, Boots, Tesco, Superdrug

Long Service Awards

Monetary length of service recognition

Big Y-es

Monetary recognition scheme for those employees who go above and beyond by living our values

Refer a Friend Scheme

If you refer a friend, who is hired, you receive £250 (conditions apply)

Car parking

Free on-site parking

Professional Membership

You may be eligible to claim a professional body annual membership/subscription (eg Chartered Institute of Fundraising)

Coffee shop

On-site coffee shop 'The Phoenix Café' which sells an array of hot and cold meals, snacks, drinks and refreshments. Ideal for breakfast or lunch.

Job description

Job title

Senior Digital Marketing Executive

Department

Fundraising and Marketing

Reports to

Digital Marketing Manager

Job purpose

The role of a Senior Digital Marketing Executive is to ensure we provide a great supporter experience to any person, company or organisation who donates to the Epilepsy Society and to help the fundraising and marketing teams increase our number of supporters and fundraisers through digital acquisition.

As part of the Charity's in-house marketing agency you will support in responding to briefs from other departments and work closely with their teams to create and deliver marketing plans which deliver on revenue and strategic priorities. You will also work closely with multiple stakeholders, including our digital agency and the other teams within the Fundraising and Marketing Department and the wider organisation.

This role involves supporting in various digital marketing initiatives, including SEO, SEM, social media marketing, email marketing, content creation, and data analytics.

The postholder will be responsible for a range of tasks to support the efficient and effective running of a fundraising and marketing team dealing directly with donors at all levels to ensure they have the best donor experience. We need someone to help us to reach new people online, drive income and build an enhanced online supporter experience.

Key accountabilities

- To work with the Digital Marketing Manager to develop and plan projects around lead generation and conversion goals
- To research, create, prepare and manage content for our digital channels.
- To use content management systems to create, edit, update and delete web pages, ensuring all pages are well-written, accurate and free from errors
- To be involved in helping test new digital fundraising channels, running integrated campaigns and creating new lead generation magnets

- To act as a gatekeeper for the different digital online supporter journeys, optimising content, auditing and using marketing techniques to increase leads and conversions
- Assist the Fundraising & Marketing team on key fundraising campaigns
- Ensure supporters are engaged so they are able to support the Charity in the most appropriate way possible
- To act as a gatekeeper for the website, ensuring all content is search friendly meets accessibility criteria, and conforms to Epilepsy Society style guidelines, before publishing

Other responsibilities

- Provide information to support the development of fundraising & marketing communications both internally and externally
- Use various digital platforms to extract and analyse key digital fundraising data
- Use key social media platforms for fundraising goals
- Play a full and active role in the fundraising & marketing team and support other team members to achieve their goals through flexibility and a willingness to undertake other duties as required
- To play a full and active role in the Fundraising and Marketing department, attending weekly team meetings, as well as fundraising and marketing away days
- Support in planning activity for the year through an email content calendar and support preparing and sending emails

Skills, expertise & qualifications

Essential

- Excellent organisational skills, including prioritisation and working to deadlines
- Excellent written communication skills
- Excellent IT skills including Outlook, Word and Excel
- Good telephone manner · Good interpersonal skills
- Good literacy and numeracy and skills
- Excellent record keeping and attention to detail
- A flexible approach to work
- Reliable and punctual

- Ability use initiative and work independently
- Ability to work as part of a team
- Ability to prioritise workload
- Ability to use own initiative and be creative
- Good judgement
- Helpful attitude
- Constructive 'can do' approach
- Good team working
- An interest in developing a career in marketing

Desirable

- Experience of using digital platforms
- Experience of working for a charity either as a volunteer or paid worker.
- Ability to write copy for emails, social media and advertising
- Experience of developing relationships with donors/ customers.
- A demonstrable interest in raising money for a charity or not-for-profit organisation.
- Energy and willingness to 'go the extra mile'.
- Self motivated and able to work independently and as part of a team.
- Problem solving and results orientated.
- Manages workloads effectively with competing demands and changing priorities.

The post-holder should demonstrate our people values of CAIRO (Caring, Accountable, Improving, Respectful and Open).

Personal effectiveness

Salary

Circa £28,000 - £32,000

How to apply

We hope you will consider making an application. Please send your CV to Gordon Craig, Fundraising Director. Please do not hesitate to contact me should you want to have a confidential, informal chat about the role.

Contact

Gordon Craig, Fundraising Director

Address

Epilepsy Society
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Buckinghamshire
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Website

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Good luck with your application. We look forward to hearing from you.

