

JOB DESCRIPTION

JOB TITLE:	Senior Digital Officer Fixed-Term
STATUS:	Fixed term for 12 months
HOURS:	35 hours per week 9:30am -5.30pm (JDRF operates a flexible working hours policy)
SALARY:	£34,525 per annum if London office based or £32,100 if home-based
HOLIDAY:	25 days per annum plus statutory holidays pro rata
LOCATION:	Hybrid working part London Office (Islington, London) working a minimum of one day a week in the London office and part homeworking or flexible location home working
REPORTS TO:	Head of Brand Marketing
DIRECT REPORTS:	N/A
KEY INTERNAL RELATIONSHIPS:	Senior Fundraising Marketing Officer; Head of Digital; Digital Manager; Digital Officer; Brand Officer; Fundraising & Engagement, Content, Community Engagement, and Research Communications colleagues.
KEY EXTERNAL RELATIONSHIPS:	Digital and creative agencies; key stakeholders.

JDRF is the type 1 diabetes charity, improving lives until we find the cure. We fund research to cure, treat and prevent type 1 diabetes. We also provide information for children and adults living with the condition at all stages, from diagnosis and beyond. We give a voice to people with type 1 diabetes and campaign for increased focus on, and funding for, research to find the cure.

We want our employees to be committed and prepared to go the extra mile to assist us in finding the cure for type 1. Whatever your role is within JDRF you can be guaranteed that your work will always be rewarding. Get involved and use your skills to help JDRF find the cure for type 1.

DEPARTMENT

The temporary Senior Digital Marketing Officer role will sit within the Communications Policy & Community Engagement department. The postholder will report to the Head of Brand Marketing.

PURPOSE OF THE ROLE

JDRF is rebranding to Breakthrough T1D in October. This a significant milestone for us and is a global change for the organisation. We're excited to have a new brand that expresses what we do so clearly. This role will be pivotal in helping to communicate the opportunities this transformation brings through our digital channels, meeting brand and fundraising and engagement goals. The role will concentrate on digital advertising – both in-house planning and delivery and supporting our external media agency for larger campaigns. You will also manage our digital advertising tracking and analysis through Google Tag Manager (GTM) Google Analytics 4(GA4) and producing reports in Looker Studio.

This role specifically will involve:

- Creating and managing effective digital marketing campaigns (PPC) working in partnership with relevant marketing leads to achieve target registrations and numbers in order to deliver fundraising & engagement targets .
- Supporting brand transition digital activity
- Cross team collaboration to develop compelling engagement journeys as part of our digital advertising activity
- Evaluate and analyse campaign performance across our digital advertising channels.

KEY RESPONSIBILITIES

- Developing digital marketing plans for fundraising & engagement, and brand related activities, working closely with product leads to agree and finalise briefs and ensure that plans are developed to deliver to agreed targets and KPIs.
- Building in-house managed digital advertising campaigns for Meta, YouTube and Google including setting up tracking tags/pixels, monitoring, optimising and evaluating performance, providing timely reporting and informing activity to drive the best results for the organisation
- Working in conjunction with the Senior Fundraising Marketing Officer to support larger paid for fundraising & engagement campaigns by creating briefs and liaising with the media agency to advise on approach, ensure tracking is in place to monitor performance and take remedial action as required, deliver campaign evaluation to support future activity development.
- Working in collaboration with the Senior Fundraising Marketing Officer to develop digital advertising assets for campaigns either using a brand templating system or by briefing external designers for fundraising & engagement campaigns
- Liaising with the digital product team to manage the search engine marketing at a campaign and brand level, including managing our Google Ad Grant
- Working with our media agency to conduct an audit of our Google accounts and managing the implementation of the recommendations
- Champion brand consistence acting as a brand ambassador, ensuring the organisation remains on message both in content and visually
- Ensure excellent working relationships with relevant stakeholders internally and externally
- Stay on top of digital developments and trends and help to champion change within the organisation
- Any other duties as required

PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience:	<p>Proven experience in digital marketing or a related role</p> <p>Demonstrated experience managing search engine marketing, including Google Ad Grant, and Meta advertising</p> <p>Experience in optimizing landing pages and user funnels.</p> <p>Experience with A/B testing.</p> <p>Experience of working with digital agencies</p> <p>Demonstrable experience of providing digital support to multiple teams across an organisation</p> <p>Experience of using data analysis to improve digital campaign performance</p> <p>Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)</p>	<p>Experience of charities or medical research organisations</p> <p>Experience of working in a fundraising environment</p> <p>Experience of using the Funraisin events platform</p> <p>Experience of using WordPress in a professional environment</p> <p>Experience of using Meta CAPI</p>
Skills:	<p>Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate. A natural collaborator with the ability to work with a range of stakeholders and build strong working relationships to ensure delivery.</p>	<p>Understanding of SEO and user experience principles</p>

	<p>Strong communication skills with the ability to influence and update on progress.</p> <p>Advanced skills in marketing analytics and data visualization (GA4, Looker Studio)</p> <p>Ability to set up and monitor digital advertising campaigns on Facebook, Instagram and Google</p> <p>Ability to plan and set up campaign tracking (Google Tag Manager, FB pixels)</p> <p>Confident brand ambassador able to guide</p> <p>Strong planning and organisational skills</p> <p>Able to work on multiple workstreams to deadlines</p> <p>Able to work on your own as well as part of a team, with key stakeholders and suppliers</p> <p>Able to use image optimisation tools eg. Photoshop</p> <p>Detail-oriented with a proactive approach to problem-solving.</p>	
<p>Personality:</p>	<p>Commitment to JDRF’s values</p> <p>Commitment to working towards agreed priorities</p>	

	<p>An understanding of how to contribute to teamwork and manage cross-organisational working relationships</p> <p>High level of initiative and problem solving</p> <p>Keeps the bigger picture in mind when developing and delivering workstreams</p> <p>Effective and efficient approach to working, able to deliver at pace</p> <p>Passionate about digital marketing with a continuous desire to learn and grow</p> <p>Confident, friendly and professional</p> <p>Goal-orientated with strong negotiation skills</p>	
Other:	<p>Willingness to work occasionally outside office hours</p> <p>Willingness to undertake occasional UK travel</p>	<p>Understanding of type 1 diabetes and research</p>

EQUAL OPPORTUNITIES

JDRF is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

JDRF is a registered charity No. 295716 (England and Wales) and SC040123 (Scotland). Raising funds for research to find a cure for type 1 diabetes.
www.jdrf.org.uk

