 **Job Description**

**Job Title**: Digital Marketing Manager

**Hours**: 37.5hrs (flexible for the right candidate)

**Band:** c£30k

**Location**: Homebased/ remote

**Reporting to**: Head of Marketing and Communications

**Job purpose**: Our vision is to make every day the best day possible for our patients and their families in South Devon. As a member of our Marketing and Communications Team you will deliver this by leading on the hospice’s digital strategy, creating imaginative campaigns which build awareness of our brand, drive engagement, reach new audiences and support the generation of income.

**Our Values:**

Honesty & Integrity Generosity of Spirit Respect Team Player

**Key Responsibilities:**

1. **Digital engagement and income generation strategy**
   * Lead on the development of Rowcroft’s digital engagement and income generation strategy
   * Develop a tactical plan to increase Rowcroft’s Facebook fundraising income
   * Understand Rowcroft’s diverse audiences and target appropriate and engaging content to them through the most appropriate channels. Ensure that our key audiences are best served through the use of persona based marketing and targeted activity
   * Support the development and implementation of Rowcroft’s social content strategy and planner
   * Implement Rowcroft’s email marketing strategy to include the acquisition of new email data and automated welcome journey
2. **Management of Rowcroft’s social media channels**
   * Lead on the development of a social media strategy which seeks to grow Rowcroft’s presence across key social media channels – Facebook, Twitter, Instagram, LinkedIn and YouTube and emerging channels. Understand the different opportunities within different channels and the target audiences they reach
   * Work with the hospice’s Content Producer and Senior Copywriter to coordinate the production and curation of digital content including photos, videos, written content, and other digital assets to produce compelling messages that engage key audiences and motivate them to act
   * Work closely with the Marketing and Communications Manager and Senior Copywriter to identify reactive opportunities for social content
   * Lead on the hospice’s paid social media activity in line with strategic objectives, reporting on ROI.
   * Develop and promote Facebook’s fundraising tools in line with income targets
   * Plan and manage the social media budget, reporting on ROI and growth.
   * Handle all online/social media customer enquiries and complaints in a timely and professional manner
   * Engage with the user community in an authentic and consistent tone of voice to stimulate interest and conversation around Rowcroft’s work and income generation activity
   * Lead on Rowcroft’s ‘on the day’ social media coverage at fundraising events.
   * Storyboard and co-ordinate the production of promotional films using Promo for events, campaigns and appeals
3. **Management of Rowcroft’s website**
   * Project manage all website development including writing specifications and creative briefs, manage external agencies, test functionality and usability
   * Ensure the website content is kept fresh and up-to-date whilst maintaining the design and format
   * Ensure all web pages are search engine optimised.
   * Provide training and guidance on the website to other CMS users
   * Carry out regular website analysis using Google Analytics to monitor and inform developments
4. **Digital Campaign Management**
   * Together with the Marketing and Communications Manager work with internal teams with a business partner approach to develop and deliver their individual digital marketing strategies ensuring they return a positive ROI and align with the wider marketing, communications and brand strategies
   * Develop, implement and track all paid acquisition campaigns (Google Adwords, email and social media), working with external agencies and internal colleagues to ensure work is being delivered to brief, on time and within budget
   * Develop and implement creative paid Facebook campaigns to support income generation events, campaigns and appeals
   * Develop effective user journeys and strategies for acquisition, conversion and retention
   * Establish performance indicators for all campaigns and planned activity and report against these KPIs
5. **Learning, Reporting and Innovation**
   * Provide effective monitoring, measuring and reporting of performance of digital marketing activities. Put in place systems and processes to measure and report on key performance indicators for the team and to inform ongoing strategies
   * Support the Marketing and Communications team to grow confidence in their knowledge and in the practical application of digital skills, content creation, technologies and techniques, delivering best practice training where required
   * Look externally for digital trends, sharing this knowledge internally and setting best practice standards for digital marketing at Rowcroft
   * Keep abreast of new developments in communications and advise on the appropriateness of new tools and channels
   * Provide guidance and training to Rowcroft colleagues to enable them to produce lively and engaging content for social media (such as the retail team’s Instagram and Facebook pages, Fundraising for Rowcroft Facebook etc)
   * Manage the performance of agencies supporting digital marketing activities to ensure they return a positive ROI and identify new agencies and partners to push us forwards where required
6. **Management**

* Develop and monitor digital marketing budgets
* Provide line management support, leadership and training to the Digital Marketing Officer

1. **Other**

* Adhere to all Health & Safety requirements, including Covid-19 secure processes and procedures.
* Promote a culture of continuous learning and development and wellbeing, help to create an environment that is continually critically questioning practice and promoting learning.
* Identify your own learning and development needs undertake continuous professional development.
* Play an active part in team meetings and ensure your mandatory and other relevant training is kept up-to-date.

This list can never be exhaustive but covers most of the work you’ll be doing - always with talent, initiative and a commitment to great customer service.

**Infection Prevention**

All Rowcroft Hospice employees in both clinical and non-clinical roles are required to adhere to the Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times to reduce the burden of Healthcare Associated Infections including MRSA.

You agree to the following:

* 1. To decontaminate your hands prior to and after direct patient care or contact with the patient's surroundings;
  2. To take part in mandatory infection control training provided;
  3. To responsibly manage your own infections (other than common colds and illness) that may be transmittable to patients, including to contact Occupational Health for guidance.

**Person Specification**

**Digital Marketing Manager**

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| **Attributes** | **Essential** | **Desirable** |
| **Qualifications and Training** | * Proven practical experience in a senior digital marketing management role | * CIM Certificate in Professional Marketing (Digital) or similar |
| **Knowledge and Skills** | * Substantial knowledge and skills in digital marketing, in particular email marketing, website development, social media and video production * Proven experience of managing a content calendar * Excellent communication and interpersonal skills * Proven ability to work to a high standard with attention to detail and under own initiative * An understanding of SEO techniques * Able to work on your own as well as part of team, with key stakeholders and suppliers * Time management and ability to work to tight deadlines * Knowledge and practical application of Facebook fundraising tools * Knowledge of Google Analytics * Ability to analyse data and make recommendations in line with strategy * Knowledge and understanding of emerging digital marketing trends * Natural collaborative working style * Ability to mentor and support the development of others | * Ability to work with video editing software such as Promo and Final Cut Pro and photo editing software such as Photoshop * An understanding of PPC * Knowledge of Google AdWords |
| **Experience** | * Working within healthcare, education or the charity sector * Planning and leading complex digital marketing projects * Developing and implementing digital marketing strategies with a track record of delivering successful results * Developing websites, preferably with a hands-on approach, using a website content management system * Testing via A/B techniques * Working within a busy digital team, either in-house or agency * Developing effective relationships with key internal stakeholders and agencies * Maintaining and updating social media channels including Facebook, Twitter, Instagram, LinkedIn and You Tube and developing content for these channels * Social media advertising and Facebook Ad Manager to create sophisticated and targeted campaigns * Developing and tracking paid for and organic social media content * Developing and implementing successful email marketing campaigns with email targeting and tailored content to drive engagement * Providing support to multiple teams across an organisation * Producing campaign evaluations and applying learnings   Using audience and data insight and research to drive planning activity   * Line management | * Budget management * Wordpress * Social media management software tool |
| **Personal Requirements** | * A passion for insight and a test and learn mindset * Goal orientated * Ability to form and develop good working relationships with staff and supporters * Leadership through creative problem solving, a positive can-do attitude and a willingness and desire to ensure all who come into contact with Rowcroft have the best possible experience. * Proven ability to be part of a committed and hardworking team in line with the ethics and values of Rowcroft Hospice, acting in the best interests of Rowcroft at all times. * To be able to undertake occasional evening or weekend work. * Ability and willingness to travel to the hospice occasionally. | * Willing and able to volunteer for at least one Rowcroft event each year. |