

Digital Marketing Executive

Department:	Engagement
Job Title:	Digital Marketing Executive
Reports to:	Digital Marketing Manager
Based at:	Head Office
Salary:	Up to £27,000

Job Summary

This is a hands-on role responsible for coordinating and maximising digital channels to support fundraising, supporter engagement and organisational objectives. This includes managing and creating content across website, email, newsletters and social media platforms.

Working closely with the Digital Marketing Manager and wider teams, the postholder will create engaging, audience-focused content including copywriting, video and digital assets that increase awareness, engagement, fundraising income and supporter retention.

The role requires a digital-first approach, using data, analytics and insight to continuously improve performance and supporter experience across all digital touchpoints.

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.



Areas of Responsibility (specific to role)

- Support the Digital Marketing Manager in delivering the organisation's digital marketing and fundraising strategy.
- Support the testing and optimisation of campaigns to improve engagement, conversions and supporter retention.
- Coordinate and deliver digital marketing activity across email, website, social media and online fundraising platforms.
- Support integrated fundraising and engagement campaigns aligned with organisational priorities and content plans.
- Assist in planning and scheduling digital content using campaign calendars and project timelines.
- Help coordinate work with external agencies, suppliers and creative partners to agreed standards and deadlines.
- Support campaign delivery through audience selection, CRM segmentation, scheduling and reporting.
- Create and publish engaging content across digital channels including websites, newsletters, email campaigns and social media.
- Produce audience-focused copy and digital assets including short-form video and visual content with the Designer.
- Manage and update website content using various CMS platforms, ensuring information remains accurate, accessible and user-focused.
- Support email marketing activity using DotDigital including segmentation, automation and campaign setup.
- Apply SEO principles to improve website visibility and organic engagement.
- Support DMM delivery and monitoring of Google Ads and paid digital activity in line with content and fundraising objectives.
- Monitor digital performance using analytics and reporting tools (e.g. Google Analytics, social insights, email reporting).
- Support colleagues by providing digital assets, guidance and campaign materials where required and in line with digital content plans.

General Responsibilities

Leadership and Strategy

- Contribute ideas and insight to support campaign planning and supporter engagement activity.
- Promote a digital-first culture across fundraising and communications activity.
- Keep up to date with digital marketing, fundraising and charity sector trends and identify opportunities for innovation and improvement.
- Act as a professional representative of the charity to a variety of external and internal audiences and in different contexts
- Commit to Performance Management Process and develop stretching objectives to meet business plan
- Take responsibility for own professional development
- Adhere to the Rainbow Trust Values within professional practice

Operational and Project Planning

- Ensure processes are documented and effectively governed, taking a continuous improvement approach to activity
- Take individual responsibility for agreed objectives and targets
- Develop own individual work programme in consultation with line manager to weekly, monthly and quarterly time frames
- Contribute to team and function, planning events and activity
- Organise own time, manage resources effectively and use initiative
- Operate in compliance with best practice and corporate policy

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, media representatives and suppliers.
- Support stewardship communications that strengthen relationships with supporters and donors.
- Relay information and supporter contact via the required internal mechanisms.
- Contribute to delivering a positive and accessible supporter journey across digital channels and donation pathways.
- Ensure all communications reflect organisational tone of voice and brand guidelines.
- Report any complaints received to the team from supporters,
- Report any complaints received to the team from families, professionals, supporters, suppliers or any other external or internal contacts.

Developing, Maintaining Systems and Procedures

- Ensure that data relevant to areas of responsibility and activity is adequately and safely recorded and stored
- Maintain accurate records and support data governance and GDPR compliance processes.
- Ensure processes are consistently and accurately followed
- Take a continuous improvement approach to activity striving for maximum efficiency and effectiveness

People Management and Development

- Inspire and provide advice and support to volunteers under the direction of line manager and to Volunteer Management guidelines
- Recognise and value the contribution of volunteers

Team Working and Collaboration

- Contribute professional knowledge and expertise to team and department development, service delivery monitoring and evaluation
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives to ensure delivery of a high-quality service
- Act as a source of knowledge and expertise to colleagues
- Champion business improvement and people development initiatives
- Provide guidance and support to junior staff members and volunteers
- Proactively participate in team meetings and away days as well as staff conference
- Contribute to team building initiatives and activities including SBI feedback

Special Conditions



- All staff have a responsibility to maintain an up-to-date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training at a level commensurate with their role
- All staff must adhere to Rainbow Trust's safeguarding policies and procedures
- The post holder will be expected to work out of the office, meeting supporters and committees, running events and delivering on commitments to stakeholders. Some out of office hours may be required to facilitate this
- Some UK travel may be required
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.

Essential

Desirable

Experience

(Previous roles, types of organisations)

- Experience working in a digital marketing, communications, fundraising or supporter engagement role.
- Experience creating and managing content across websites, email and social media channels.
- Strong organisational skills with the ability to manage multiple priorities and deadlines.
- Analytical skills and confidence using data and insights to improve performance.
- High level of digital literacy across platforms, reporting tools and content creation software.
- Ability to work collaboratively in a small, fast-paced environment.

- Experience of fundraising or working within the charity sector.
- Understanding of supporter journeys and donor stewardship.
- Knowledge of accessibility standards and inclusive digital communications.
- Experience using social media scheduling or email automation tools.

Special Competencies

(Specific job-related skills knowledge understanding)

- Experience using WordPress or a similar content management system.
- Experience using CRM and email marketing platforms.
- Experience monitoring campaign performance and producing reports.
- Excellent written communication and copywriting skills with the ability to adapt content for different audiences.
- Understanding of SEO and digital engagement principles.

- Experience using Google Analytics and Google Ads.
- Basic video editing and content creation skills.
- Understanding of GDPR and data protection principles in digital communications.

Disposition

(Influence over others, dependability, self-reliance)

- Stimulates and motivates others, engaging their commitment and building and maintaining strong working relationships
- Influential and persuasive communicator – 'selling' rather than "telling"
- Socially-focused and friendly – with a helpful attitude
- Adheres to established guidelines, structure and procedures to ensure standards are being met
- Effective working at a fast pace on multiple, simultaneous projects

Essential

Desirable

Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Co-operative and collaborative decision making
- Strong attention to detail, with high standards of quality, efficiency and accuracy
- Genuinely interested in the business, agenda and needs of others

Attainments

(Academic & prof qualifications & training)

- Educated to A level (or equivalent)
- Educated to degree level (or equivalent)
- Member of CIM

Motivation

(Ambition, money, security)

- Fast-paced environment
- Working on multiple projects simultaneously
- Every day is different

Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to continuing own professional development
- Commitment to keeping updated on latest sector trends