RAINBOW TRUST
SUPPORTING FAMILIES WITH A SERIOUSLY ILL CHILD

Digital Marketing Manager

Department:	Fundraising & Marketing
Job title:	Digital Marketing Manager
Reports to:	Head of Marketing and Communications
Responsible for:	Digital Marketing Executive Multi-Channel Designer
Based at:	Head Office
Salary:	Up to £45,000

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.



Job Summary

The Digital Marketing Manager will be responsible for managing the Rainbow Trust digital platforms, ensuring that platforms, processes and integrations support all fundraising, engagement and recruitment activity and deliver operational targets.

The post holder will develop and drive the organisation's digital strategy, identifying and prioritising the creation of new digital fundraising and engagement opportunities; and will lead the digital and design team, driving and overseeing production and delivery of engaging content and journeys to attract new supporters and inspire our audiences. This will include driving social media, both paid and organic, and leading on email marketing to help Rainbow Trust achieve its targets and deliver our strategic goals.

The Digital Marketing Manager will live the Rainbow Trust values and will effectively communicate with our supporters at various events and meetings.

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Areas of Responsibility (specific to role)

- Devise and deliver the digital strategy and operational plans
- Performance management of all Rainbow Trust digital platforms including; Website, Shopify, Email marketing, Social media accounts, Digital advertising platforms and more
- Work closely across all fundraising and engagement teams to deliver digital requirements
- Act as brand guardian, ensuring consistency of visual style and messaging across digital platforms
- Manage, develop and motivate team to deliver against plans and to targets
- Stay well-informed of and responsive to the challenges and opportunities presented by the external environment and evolving digital and fundraising landscape
- Lead on website development, working alongside our web agency
- Manage web integrations and payment gateways
- Set and govern website architecture, user experience, content, SEO
- Manage and drive ROI across paid our digital advertising platforms
- Drive our email marketing strategy to deliver targeted income and engagement targets
- Lead on the development of opportunities to drive our social marketing profiles across organic and paid channels
- Use GA4 to analyse, report, test, refine and deliver a data first approach to all digital marketing and fundraising activities
- Lead on developing digital creative strategic campaigns and digital tools to drive engagement, fundraising and to support our goals
- Drive new digital fundraising opportunities, testing new initiatives and providing data, results and recommendations on how we can achieve income targets.
- Set and manage budget and report on activity to ensure this is delivered against target
- Manage and deliver digital projects, including planning, delivering, evaluating and maintaining excellent supplier relationships with digital agencies, partners and suppliers

General Responsibilities

Leadership and Strategy

- Provide constructive and positive leadership that inspires colleagues, volunteers and interns to meet and exceed acquisition and fundraising targets
- Professionally represent the charity to a variety of external and internal audiences and in different contexts
- Operate in compliance with relevant legislation, best practice and corporate policy
- Commit to Performance Management Process and develop stretching objectives to meet business plan
- Take responsibility for own professional development
- Live the Rainbow Trust values.

Operational and Project Planning

- Ensure processes are documented and effectively governed, taking a continuous improvement approach to activity
- Take individual responsibility for agreed objectives, targets and budgets
- Monitor project and work programme progress against KPIs and targets and report any variance
- Negotiate with suppliers to ensure best value for money is obtained
- Contribute to team and department planning and activity
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, media representatives and suppliers
- Deliver direct services to both supporters and colleagues to acceptable professional standards and corporate guidelines
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts.
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met.

Developing, Maintaining Systems and Procedures

- Ensure processes are consistently and accurately followed
- Take a continuous improvement approach to activity striving for maximum efficiency and effectiveness
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in Donorfy
- Utilise and interrogate data to monitorprogress towards personal objectives
- Contribute to wider data collection and analysis exercises across the department
- Ensure regular data cleansing is actioned andcontacts are current
- Ensure compliance with data protectionguidelines, GDPR and corporate policy.

People Management and Development

- Recruit and retain high calibre staff, volunteers and interns through effective recruitment and supervision (following best practice guidelines)
- Identify appropriate volunteers to maximize digital capabilities and provide them with clear guidance and support.

Team Working and Collaboration

- Actively participate in the implementation of continuous business improvement And people development initiatives, including buddying, PI and SBI processes
- Proactively share professional knowledge and expertise to colleagues and provide timely advice in line with policies and procedures
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Proactively participate in team meetings and away days as well as the annual staff conference.
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements.

Special Conditions

- All staff have a responsibility to maintain anup-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'ssafeguarding policies and procedures
- The post holder will be expected to work out of the office, meeting supporters and committees, running events and delivering oncommitments 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.

PERSON SPECIFICATION
Digital Manager

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	ESSENTIAL	DESIRABLE
Experience (Previous roles, types of organisations)	• A minimum of 3 years experience in digital marketing / digital engagement / digital fundraising, including planning, evaluating and delivering successful campaigns that drive response across social, PPC, email, display and site optimisation • Experience of managing agencies and third-party providers on specific projects including website development and technical issues • Proven ability to work effectively across an organisation to promote and champion digital adoption • Analysing and interpreting data to drive optimisation • Appraising new ideas and proposals and making decisions to test as appropriate • Delivering and analysing integrated campaigns, including recording, organising, presenting and evaluating information in order to improve performance • Working collaboratively with a number of internal functions to deliver projects and integrated campaigns to reach shared goals • Experience of managing a team • Experience of setting and managing budgets	• A proven track record of income generating achievements
Special Competencies (Specific job-related skills knowledge understanding)	• Strong knowledge of full stack platforms, email marketing platforms, social media management and marketing tools, Google Analytics, Data Studio, Tag Manager and Photoshop • Strong Project Management skills • Knowledge of CRM systems and integrations with digital platforms • Relevant education qualifications and/or professional development or portfolio of evidence	• Experience of CRM integrations

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	ESSENTIAL	DESIRABLE
Disposition (Influence over others, dependability, self-reliance)	• Persuasive and enthusiastic, engaging the commitment of others • Firm, goal-oriented, yet motivational leadership style • Influencer – who stimulates others into action • Poised and outgoing - building rapport & developing relationships with others • Multi-tasker with a sense of urgency for goal achievement • Effective delegator with accountable follow-up on timeliness and quality • Ability to learn quickly and thoroughly and adapt to change	
Thinking Style (Practical, conceptual, innovative, traditional, change orientated)	• Idea generator – innovative and creative problem solver • Timely decision maker, in response to varied activities and changing conditions • Action orientated – somewhat collaborative • Practical and results focussed • Big Picture thinker	
Attainments (Academic & professional qualifications & training)	• Evidence of literacy and numeracy appropriate to the level of the role • Evidence of a commitment to ongoing learning and professional development specific to digital knowledge and skills	• IDM, CIM, IOF qualification or equivalent • Project Management qualification
Motivation (Ambition, money, security)	• Recognition and reward for achieving results through people • Independence and ownership of delivering something new • Opportunity for growth • Building motivated teams	
Circumstances (Mobility, special demands of job, unsocial hours)	• Commitment to own continuing professional development • Some out of office work and UK travel	