



Email Marketing Executive

Department:	Digital & Design
Job title:	Email Marketing Executive
Reports to:	Digital Manager
Based at:	Head Office, Leatherhead
Salary:	£27,500

Job Summary

The purpose of this new role is to support lead generation, acquisition and stewardship through digital channels, and to grow engagement and donations from Rainbow Trust's supporters.

The Email Marketing Executive will support the Digital Manager with improvements to the website and content architecture, optimising digital platforms, processes and integrations to improve user experience and engagement.

The role will have a particular focus on developing a new email marketing programme - working collaboratively to improve audience segmentation and targeting through the CRM database, planning email journeys, then leading on email design, build, send and evaluation.

The post holder will also work closely with the Social Media and Content Executive and the Multichannel Designer on creating impactful and inspiring content for the website and for email journeys and campaigns.

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. For families living with childhood illness, time is everything.

Areas of Responsibility

(Specific to role)

- Contribute to the digital marketing and fundraising aspects of the wider Fundraising and Engagement strategy, setting plans and goals to meet KPI's.
- Assist the Digital Manager on making improvements to the website and content architecture and optimising digital platforms.
- Lead on designing, testing, and building of emails, ensuring UX best practices are met to increase engagement and conversions.
- Develop and deliver an effective email marketing programme, including automated journeys, to engage, steward and generate income (identify, test, measure and develop).
- Work collaboratively to build audience segmentation for targeting in the supporter CRM database (Donorfy).
- Develop and deliver an email marketing schedule, as part of the digital team's overall content calendar.
- Work alongside the digital team to optimise social channels and website for data capture.
- Measure and report on email marketing effectiveness and devise and respond with changes if necessary.
- Perform competitor research and understand the latest features and capabilities of email marketing.
- Manage email platform and database integrations (i.e. Donorfy and Mailchimp) ensuring consent is recorded correctly.
- Contribute to long form content, including bespoke landing pages, stories and blogs.
- Support the Digital Manager on delivering wider paid social, PPC and SEO activity.
- Ensure all communications to audiences follow the organisation's overall engagement strategy, tone of voice and brand guidelines.

General Responsibilities

Leadership and Strategy

- Contribute to the strategic planning and budgeting process for the digital and design team.
- Act as representative of the charity to a variety of external and internal audiences and in diverse contexts.
- Operate in compliance with relevant legislation, best practice and organisational policies
- Commit to Performance Management Process and develop learning objectives to meet business plan.
- Commit to own professional development.
- Live the Rainbow Trust values.
- Provide guidance and direction for volunteers.

Operational and Project Planning

- Take individual responsibility for agreed objectives, targets and budgets.
- Develop project plans to support work programme activity, identifying key milestones, success criteria, KPIs and resource requirements.
- Monitor project and work programme progress and report any variance.
- Organise own time and resources effectively and use initiative.
- Contribute to team and department planning events and activity.

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, media representatives and suppliers.
- Promote a culture of effective supporter care.
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met.
- Relay information and supporter contact via the required internal mechanisms.
- Ensure that service delivery and contact with supporters is characterised by the principles of good supporter care/donor stewardship.
- Deliver direct services to both supporters and colleagues to acceptable professional standards and supporter care policy.
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts

Developing, Maintaining Systems and Procedures

- Contribute to wider data collection and analysis exercises across the department
- Ensure compliance with data protection guidelines and corporate policy
- Report against monthly plans, identify variances and make appropriate recommendations.
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in CRM database.
- Ensure regular data cleansing is actioned and contacts are current.
- Ensure consistency in digital and design team procedures, including briefing and proofing processes.

People Management and Development

- Provide direction, guidance and support to volunteers
- Support in the recruitment and retention of high calibre volunteers and interns through effective supervision (following best practice guidelines for managing volunteers/ interns).

Team Working and Collaboration

- Champion digital across the organization
- Act as a source of knowledge and expertise on digital activities
- Collaborate effectively with other teams within the organisation to deliver digital priorities and objectives.
- Champion business improvement and people development initiatives.
- Proactively participate in team meetings.
- Contribute to team building initiatives and activities.

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 your role
- All staff must adhere to, Rainbow Trusts safeguarding policies and procedures.
- The postholder will be required to visit regional care teams monthly in order to create and fulfil regular content needs of the organisation. Some out of office hours may be required to facilitate this.
- Some out of office hours may be required to facilitate the needs of the organisation.
- A full driving license is desirable, but not essential.
- 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

Email Marketing Executive



ESSENTIAL

DESIRABLE

Experience

(Previous roles, types of organisations)

- Professional experience in a digital marketing or digital fundraising role
- Professional experience in planning and delivering email campaigns using an Email Service Provider (ESP) like Mailchimp
- Managing website content through a content management system (CMS)
- Involvement in and knowledge of wider marketing disciplines
- Analysing and interpreting data to drive optimisation

- Worked/volunteered in a charity
- Volunteer management

Special Competencies

(Specific job-related skills knowledge understanding)

- Knowledge and experience of using CRM databases for segmentation and targeting
- Experience of using analytics tools to report on marketing performance
- Knowledge of email marketing platforms
- An understanding of SEO principles

- Knowledge of Google Analytics, Data Studio, Tag Manager and Photoshop.

Disposition

(Influence over others, dependability, self-reliance)

- Stimulates and motivates others, engaging their commitment and building and maintaining strong working relationships
- Influential & 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

PERSON SPECIFICATION

Email Marketing Executive



ESSENTIAL

DESIRABLE

Thinking Style (Practical, conceptual, innovative, traditional, change orientated)	<ul style="list-style-type: none"> • 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)	<ul style="list-style-type: none"> • Educated to degree level (or equivalent) 	
Motivation (Ambition, money, security)	<ul style="list-style-type: none"> • Fast-paced environment • Working on multiple projects simultaneously • Every day is different 	
Circumstances (Mobility, special demands of job, unsocial hours)	<ul style="list-style-type: none"> • Commitment to continuing own professional development • Commitment to keeping updated on latest sector trends 	