



Digital Executive

Department:	Digital & Design
Job title:	Digital Executive
Reports to:	Digital Manager
Based at:	Head Office, Leatherhead
Salary:	£27,000

Job Summary

The key purpose of this role is to increase engagement and income generation among new and existing audiences, driving loyalty and maximising conversions.

The Digital Executive is responsible for planning, executing and reporting on digital activity including email campaigns and automations, paid social media advertising, PPC (Google Ad Grants) and cross-channel digital campaigns.

The postholder will also be heavily involved in supporting the Digital Manager with ongoing website development, managing SEO and mapping and improving content and supporter journeys; and will have a strong focus on regularly measuring and tracking activity.

The post holder will live the Rainbow Trust values and proactively communicate with our suppliers and colleagues across all functions and levels.



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)

- Lead on the analysis of digital channels using Google Analytics and Data Studio, providing regular insight and recommendations for improvements to test and measure.
- Take ownership of mapping, regular testing and robust governance of key processes, channels and the CRM database in collaboration with the data team
- Assist the Digital Manager with ongoing web and Content Management System (CMS) development work to optimise and improve our website - delivering on SEO strategy to drive engagement and maintaining Google Tag Manager (GTM) to effectively report on, monitor and improve ROI
- Manage paid social media advertising and strategy to engage new supporters and enhance lead generation.
- Manage PPC using Google Adwords Grant, maximising spend and engagement to drive quality traffic to Rainbow Trust content.
- Develop and deliver consistent supporter journeys by ensuring key stages are in place to drive conversion and loyalty.
- Create and deliver email marketing campaigns and automations to existing and new supporters, ensuring effective segmentation, testing and profitability of channel whilst maximising income generation.
- Support the Digital Manager with cross-channel performance reporting, identifying key areas of improvement and sharing learnings.
- Work alongside the Content & Communications Executive to ensure digital content and campaigns are optimised appropriately for relevant channels.
- Work with internal teams to identify trends, opportunities and plan digital campaigns and advise on and embed digital throughout the organisation to deliver on priorities
- Assist the Digital Manager with the management of agencies, suppliers and freelancers.
- Proactively look for opportunities to improve user experience.
- Assist the Digital Manager with building digital skills within the organisation, working towards a 'hub and spoke' model of digital.
- Ensure a consistent visual identity and tone of voice across all channels, acting as a brand champion of the organisation.
- Participate and present in team meetings and train and support colleagues.

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 agencies, suppliers and supporters.
- 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 organisation
- 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 Trust safeguarding policies and procedures.
- Some out of office hours may be required to facilitate the needs of the organisation.
- 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 Executive



ESSENTIAL

DESIRABLE

Experience

(Previous roles, types of organisations)

- Professional experience as a digital executive
- Proven experience managing a Content Management System (CMS), optimising web content and user journeys and leading and developing SEO activity
- Proven experience in managing and maintaining PPC advertising via Google Adwords Grant or paid Adwords account
- Proven experience in delivering paid social media advertising
- Experience creating and delivering email marketing campaigns, journeys and automations, using database segmentation
- Experience using and maintaining a CRM system
- Involvement with cross-channel digital campaigns and in organisational digital training

- Worked/volunteered in a digital environment in the charity sector
- Experience in running display advertising
- Volunteer management

Special Competencies

(Specific job-related skills knowledge understanding)

- Highly proficient in digital analytics and reporting using a variety of tools including Google Analytics, Tag Manager, DataStudio, Adwords and other in-platform analytics tools such as Facebook Analytics
- Agency and supplier management knowledge
- Knowledge and experience in maintaining content management systems (CMS) system, one CRM system and at least one email service provider (ESP)
- Proficient in Microsoft Office 365, Word, Excel, Outlook

- Experience working with Google Adwords Grant
- Experience specifically working with thankQ, CRM, Craft CMS and/or Mailchimp

Disposition

(Influence over others, dependability, self-reliance)

- Self-disciplined approach to achieving high quality results
- Effective working at a fast pace on multiple, simultaneous projects
- Factual, technically orientated and straightforward communication style
- Self reliant, working within a structured environment with clear expectations
- Authoritative, directive leadership to ensure established standards are met

PERSON SPECIFICATION

Digital Executive



SUPPORTING FAMILIES
WITH A SERIOUSLY ILL CHILD

ESSENTIAL

DESIRABLE

<p>Thinking Style (Practical, conceptual, innovative, traditional, change orientated)</p>	<ul style="list-style-type: none"> • Technical, fact and expertise based approach to problem solving with minimal risk taking • Strong attention to detail, with high standards of quality and accuracy • Quick decision making with integrity and within defined span of control • Analytical and conscientious 	
<p>Attainments (Academic & prof qualifications & training)</p>	<ul style="list-style-type: none"> • Educated to degree level (or equivalent) 	
<p>Motivation (Ambition, money, security)</p>	<ul style="list-style-type: none"> • Producing high quality, technically specialised work • Drive and determination to achieve results and enhance existing organisational systems and standards • Every day is different 	
<p>Circumstances (Mobility, special demands of job, unsocial hours)</p>	<ul style="list-style-type: none"> • Commitment to continuing own professional development • Commitment to keeping updated on latest sector trends • Some flexible hours 	