

Role Description

Digital Engagement Officer

Marketing

Role Summary

- Plan and deliver digital campaigns including via social media, email, retargeting and pay-per-click advertising, analysing results to maximise support and income
- Produce and manage digital supporter journeys to maximise retention of both new and existing supporters
- Support the team with wider digital communications, making recommendations for new content, channels and activity

Responsibilities

Project Management

- Produce and execute multi-channel digital marketing campaigns to support the fundraising and communications objectives of the charity
- Use Mailchimp to produce and manage a programme of targeted supporter communications
- Use analytics tools to report on and analyse the effectiveness of Magpas Air Ambulance digital activity and identify opportunities to improve and develop
- Use experience and insight to plan and implement effective digital advertising strategies to support the fundraising teams to meet income targets with a particular focus on Facebook advertising
- Manage, moderate and develop digital community groups to support the execution and fundraising of virtual and in person fundraising events
- Manage third party fundraising platforms
- Update and maintain fundraising pages on the website & third party sites, including creation of new pages and ensuring existing page are always kept up to date
- Support with the management and development of the organisation's social media platforms
- Provide assistance to Supporter Care to ensure excellent stewardship of donors and supporters particularly in relation to digital channels

Planning & Reporting

- Plan, execute and analyse digital campaigns and make evidence-based recommendations to inform future activities
- Produce audience and campaign data to provide insight into activity and produce monthly activity reports. Benchmark Magpas Air Ambulance digital marketing and fundraising activity against sector and industry averages where possible
- Research new digital tools to streamline processes whilst providing excellent supporter care
- Work with the database team and supporter care to ensure that digital supporters and activity is correctly tracked and managed through the digital journey
- Remain informed and up to date on the latest digital fundraising developments and use information to contribute to planning and developing activity
- Research and support the application for funding to develop and improve Magpas Air Ambulance digital fundraising and engagement capability

The responsibilities of this role will normally include all duties described in this Role Description and any additional or different duties, as may be required from time to time.

Qualities, Skills & Attributes

Essential

- Experience of working on digital marketing or fundraising campaigns
- Experience of running successful digital advertising campaigns
- Previous experience of using email delivery system such as Mailchimp, Dot Digital or Pardot.
- Ability to use latest analytics packages to report on and analyse effectiveness of activity
- Ability to research and identify new potential digital and fundraising opportunities
- Ability to multitask and prioritise workload
- Excellent IT, writing and proof-reading skills
- Creative, innovative and imaginative
- Ability to work logically, methodically and accurately
- Strong communication skills
- Ability to build effective working relationships and work well as part of a team

Desirable

- Knowledge of how to maximise the use of JustGiving, YouTube, Twitch, Tiltify, TikTok and other similar platforms for fundraising purposes
- Experience of producing a digital marketing plan or strategy
- Experience of using content management systems such as WordPress
- Experience of QR code fundraising
- Availability to represent Magpas Air Ambulance at events