

Digital Marketing Lead - job pack

Title	Digital Marketing Lead
Hours	37 hours per week
Salary	£27,500
Accountable to	Head of Fundraising and Communications
Responsible for	None at present
Based	Hybrid – with a minimum of 3 half days (or 1.5 full days) a week in the St Ives, Cambridgeshire office, and an expectation of regular travel across Cambridgeshire, Norfolk and Peterborough

About Caring Together Charity

More than three in five of us will become a carer at some point in our life. Caring Together is an ambitious regional charity that provides emotional and practical support, information and advice to carers of all ages and their families, as well as opportunities to take a break from their caring role.

Our vision is of a world in which no unpaid carer is in crisis, isolated or struggling alone.

About the role

This role will drive forward digital marketing and communications activity at Caring Together Charity to support the over 150,000 unpaid carers of all ages across our region.

No one plans to become an unpaid carer. Yet the unpaid carers we support often devote hours of their time day in, day out to looking after a family member or friend with a long-term illness or disability. Whether the person you look after has dementia, cancer or schizophrenia, and whether they are your parent, partner, child, sister or grown-up son, that person cannot cope without your support, and you cannot plan your day without considering their needs.

The postholder will develop and implement creative, impactful and engaging digital campaigns across our websites and social media channels (for both Caring Together Charity and Carers Matter Norfolk) to reach:

- An increased number of people who are unpaid, family carers,
- Colleagues, friends and family of unpaid carers,

- Professionals who may come into contact with them,
- Potential donors and supporters of Caring Together Charity including businesses and community groups, and
- Potential staff and volunteers of Caring Together Charity.

73% of people who have a caring role do not recognise themselves as a 'carer'. You will play a vital role in reaching carers so they can access advice, information and support early on, preventing them from reaching crisis point.

Key accountabilities of the role

1. To plan, develop and implement strategic digital marketing and communications campaigns and activities which support the wider strategic goals of Caring Together Charity and Carers Matter Norfolk. These will lead to an increase in reach, and engagement with a growing number of carers.
2. To create innovative, creative and engaging content, including videos and reels, for use across our digital communication channels including website, e-newsletters, social media and webinars to increase engagement with Caring Together and Carers Matter Norfolk.
3. To strengthen the brands of Caring Together Charity and Carers Matter Norfolk through effective online marketing and communications activity.
4. To develop plans for each owned digital channel (websites, Facebook, Instagram, Linked in, Twitter/X, e-newsletters) to maximise performance and employ best practice.
5. To make recommendations to maximise expenditure on 'paid for' social media advertising or other online advertising, working closely with colleagues to ensure website SEO and impactful use of Google Ad Grants.
6. To proactively engage with groups, networks and individuals on social media channels to build awareness, trust and relationships. To positively interact with other social media accounts, and to coordinate and maintain timely response rates to digital engagement, including outside of normal working hours.
7. To continuously monitor, report on and evaluate the performance of digital campaigns using analytics and key metrics. To produce reports for colleagues across the Fundraising and Communications Teams, making recommendations for future campaigns.
8. To proactively work with colleagues across the charity to gather case-studies and real-life stories both of staff and volunteers, and of carers. To visit charity services, homes of carers, and fundraising events to carry out interviews and gather film and still photos.
9. To oversee and manage scheduling of social media content and support service delivery colleagues to develop and post own content to complement scheduled content.

- 10.To stay aware of UK-wide and regional trending topics, stories and posts which relate to unpaid carers and issues around supporting unpaid carers, and actively link our work to these on social media.
- 11.To embrace new technology including AI and AI tools to create impactful content and analyse digital campaign effectiveness.

Caring Together is committed to safeguarding and promoting the welfare of vulnerable adults and children and expects staff and volunteers to share this commitment.

We are inclusive. We celebrate multiple approaches and points of view. We are an equal opportunities employer and expect staff to respect the personal choice and lifestyles of colleagues, carers, and people with care needs.

We require all employees to undergo a Disclosure and Barring Service (DBS) check proportionate to the position they hold. The DBS check will be renewed every three years.

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Person specification

Requirements	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Skills, attitude and experience are more important than specific qualifications 	
Experience and knowledge	<ul style="list-style-type: none"> • Experience of managing digital marketing (including websites and social media channels) at a charity, statutory body or business • Experience of analysing metrics relating to digital performance, drawing out learnings and making recommendations • Experience of planning, developing and implementing digital marketing campaigns • Experience of developing creative and innovative social media content and using scheduling tools 	<ul style="list-style-type: none"> • Experience of managing spend on social media advertising • Experience of using the full functionality of Mailchimp or other email marketing platforms
Skills and abilities	<ul style="list-style-type: none"> • Expert-level knowledge of the full functionality of social media platforms: <ul style="list-style-type: none"> ○ Facebook ○ Instagram ○ Linked-in ○ Twitter/X ○ Tik Tok • Highly creative with the ability to communicate messages in new and innovative ways 	<ul style="list-style-type: none"> • An understanding of the key principles of fundraising • Film editing skills • Photography skills

	<ul style="list-style-type: none"> • Strong self-management, project-management and organisational skills • Driven and determined, with a problem-solving approach • Excellent communication skills – both verbal and written • Excellent attention to detail 	
Personal attributes	<ul style="list-style-type: none"> • Personable and very skilled at building relationships and working collaboratively • Accountable and honest regarding successes, challenges and learnings • Positive and enthusiastic with a 'can-do' approach • Confident to take managed risks and try new things • Passionate about the positive impacts that digital marketing can bring about 	

Application and recruitment process

Closing date	The closing date for this post is 8:00 am on 23 November 2023.
Interview	It is anticipated that interviews for this post will take place on 29 November 2023
Start date	The post is available immediately, on a full-time, permanent basis.
Referees	The successful candidate will be asked to provide contact information for two referees. It is expected that one of these will be your current or most recent employer.
Proof of qualifications	The person specification for this post lists qualifications that are essential and/or desirable. If you are successful, you will be asked to provide original certificates of these educational and professional qualifications. Please do not enclose these with your application.
Terms and conditions	Full details of the terms and conditions of employment will be made available to the successful candidate.
Annual leave	The successful candidate will be entitled to 25 days (pro rata) annual leave plus statutory holidays (eight days) as well as the option to buy and sell annual leave in accordance with our policy.
Pension	Caring Together comply with all current legislation regarding auto-enrolment into a pension scheme for employees.
Entitlement to work	If you are shortlisted for interview, you will be asked to bring to interview original documentary evidence of your entitlement to work in the UK in line with a list of acceptable documents that we will provide to shortlisted candidates. Please do not enclose these with your application.
Working hours	Normal working hours are between 9.00am and 5.00pm, however Caring Together is committed to ensuring a work-life balance for our employees as well as supporting employees with priorities such as caring or other family commitments. We support flexible working patterns and arrangements where these are mutually agreed between the employee and their line manager. The successful candidate may be required to work flexibly at evenings and weekends at times.
Benefits	Full details of the benefits of employment will made available to the successful candidate.