



## Digital Marketing Lead

**Functional Team:** Campaigns - Content & Marketing

**Reports To:** Director, Campaigns – Content & Marketing

**Salary:** £34,800 - £42,600

**Location:** Nationwide

**Working Arrangements:** Remote working, permanent, regular or ad hoc

### MISSION OBJECTIVE

The Content and Marketing Team at 38 Degrees is accountable to the programmatic management and technical expertise in identifying, defining, and delivering people-powered campaigns across a range of issues that galvanize 38 Degrees' community of supporters to advocate for change. The Content & Marketing (CAM) Team uses content and social media platforms to elevate the experiences and stories of our community of supporters, educate and persuade, mobilise supporters, and reach both decision makers and target audiences. We also invest in digital activism so that supporters are better organised and directed to amplify our 38 Degrees' message and actions.

The Digital Marketing Lead works to develop, implement, track and optimise 38 Degrees digital marketing campaigns across channels. A strong grasp of analytics will be key as this role will lead in advising the Campaigns team on where budgets are best allocated. The effective oversight of program operational issues ensures anticipatory action in monitoring and creative response in sustaining seamless program management.

This job describes the role of Digital Marketing Lead. The 38 Degrees team work in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

#### Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our supporters to win campaigns on the issues they care most about.

### DUTIES AND RESPONSIBILITIES

#### MANAGE INTEGRATED PROCESSES



- Oversee 38 Degrees' paid growth campaigns to develop and launch campaigns ads, monitoring performance across the Organisation, understanding the community of supporters' personas.

## ALIGN



ENGAGEMENT

- Spread knowledge and help staff members to understand how to execute the digital marketing strategy and advise on where budgets are best spent.
- Monitor and assess performance on social media strategies, feeding back on successes and developmental areas - and leading necessary changes to execute best practice.

## SUSTAIN SERVICE



DELIVERY

- Measure and report on performance of digital marketing campaigns including using data to assess where strategies are working, where they aren't - and inspire and lead changes to improve return on investment.
- Analyse and assess end-to-end customer experience across multiple channels and touchpoints to optimise the community of supporters and ensure alignment to the parameters established for the supporters' personas.

## TARGET SKILLS PROFILE



SUBSTANTIVE  
KNOWLEDGE

Demonstrable substantial capacity gained through the maintenance and provision of a platform of integrated services.

### CONCEPTUAL

Understands the interconnection of services/products that supports a comprehensive platform.

### APPLIED

Oversee timely production of deliverables ensuring simultaneous mentorship of staff members in the promotion of products and services.



## COMMUNICATION SKILLS

Demonstrable substantial skill in overseeing engagement of service/product provision both internally and externally.

### **INTERNAL**

Substantial experience in formulating client-specific engagement strategies based on business intelligence to aid in the strengthening of key client relationships.

### **EXTERNAL**

Lead client engagement across a range of deliverables ensuring coordinated provision of service



## EXECUTION SKILLS

Demonstrable substantial experience in sustaining high quality deliverables that continue to meet client expectations.

### **TIMELINESS**

Substantial experience in setting measurable production targets in collaboration with management and ensuring that these targets are understood, applied, and collaboratively achieved across teams.

### **QUALITY**

Conduct structured review of provision of services ensuring the established quality standards are sustained

## **TARGETED SPECIALISED KNOWLEDGE**

- Experience running conversion-driven paid digital campaigns on Facebook and Twitter, with the ability to show examples of prior work.
- Substantial experience in using digital channels e.g. Facebook, to grow and engage a base of supporters and fundraise.
- Substantial experience in using data and analytics to segment audiences and target content in an effective way, to maximise return on investment.

## **BENEFITS AT 38 DEGREES**

- 27 days holiday per year (plus Bank Holidays)
- Employer pension contribution
- 24 hour employee support line
- Enhanced family leave policies
- Cycle to work scheme
- Free annual flu vaccination
- Rental deposit loan
- Contribution to eye tests/glasses

Special COVID provisions:

- 9-day fortnight (every other Friday off)