



Digital Engagement Specialist

Organisation Team: Community Support and Insight

Reports To: Head of Campaign Special Projects, Logistics & Training

Salary: £34,800 - £36,285

Location: Nationwide

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

MISSION OBJECTIVE

The Campaigns team at 38 Degrees is accountable for technical expertise in identifying, defining and delivering people powered campaigns across a range of issues rooted in the priorities and lives of our community of supporters and target audiences. Our campaigns team creates opportunities for impact on issues which can improve the lives of our community of supporters, which serves our vision of changing the country to become fairer, more respectful and more sustainable. The campaigns team is the main driver of the organisational health metrics which monitor the broad base of the public we seek to engage and power the organisation by serving a compelling and empowering offer to our community of supporters who donate to fund 38 Degrees.

Reporting to the Head of Campaign Special Projects, Logistics & Training, the Digital Engagement Specialist is responsible for developing, building, testing and delivering the best quality optimised email user journeys so that our supporters are informed, motivated and empowered about the campaigns our team is running - and to help them join in the fight for change. The post holder will also embed the tools, skills, and understanding of the importance of email optimisation across the campaigns team, to help our list grow, be more engaged than ever to take action - including through fundraising.

A collaborative cross organisational approach will be key, and having a clear understanding of our strategic principles, current campaign priorities and organisational health status will be essential for success in the role. The Digital Engagement Specialist will also have a remit for championing optimisation and excellent user journeys across the team, working to both up skill-levels and prioritisation of this work across campaigns team members.

This job describes the role of the Digital Engagement Specialist. The 38 Degrees team works in a culture of togetherness and 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



- Build emails and user journeys and run tests to optimise these, in service of giving our supporters the most engaging opportunities to take action.
- Linking in at the appropriate point with teams responsible for writing and producing our planned sends on a daily basis, in order to understand the objective and advise on user journeys; to execute the build; oversee any subsequent iterations, and full testing etc, so the final send is the best it can be.
- Provide high quality service standards and supporter-experience, based on established guidelines. Continue to develop, update, and implement these guidelines and best practices, and lead relevant staff training.
- Contribute to maintaining a culture that understands the priorities and experiences of the 38 Degrees community of supporters whilst challenging the perspectives of the wider team.

ALIGN



- Be across key campaign teams' standing meetings and attend these as appropriate across the weekly/monthly cycle.
- Bring timely analysis and recommendations to relevant teams on a regular basis, which support the implementation of change and improves our campaigns and communities' experience, and puts supporters front and centre
- Identify issues which promote/impede delivery of information critical to campaigns and supporter engagement activities and work to swiftly resolve these.
- Proactively identify gaps that may affect our community or service, and collaboratively deliver agreed projects to ensure the views of supporters and our target audience is heard and embedded.

SUSTAIN SERVICE



- Anticipate operational and systematic issues affecting timely delivery of information and production services.
- Juggle competing priorities, and understand our reactive USP - which might sometimes mean completely changing plans and work focus.
- Contribute to evaluating and improving 38 Degrees services to represent our community's perspectives, including testing as needed.

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Demonstrable significant experience of gathering information and providing recommendations based on production and establishing ongoing guidelines / best practice.

CONCEPTUAL

Understand the priorities of 38 Degrees' supporters and target audiences, and make recommendations about how to better serve them.

APPLIED

Deliver timely production deliverables, including weekly/monthly reporting, qualitative research, training/briefing sessions on service processes and outputs working collaboratively with colleagues.

POLITICAL KNOWLEDGE

A keen understanding of the political landscape and an ability to apply political knowledge to develop effective campaign approaches and tactics.



COMMUNICATION SKILLS

Significant demonstrated skill in developing and sharing best practice.

INTERNAL

Establish and maintain relationships with different campaign teams, and grasp their objectives/priorities. Support them in working towards their campaign goals and organisational health targets.

EXTERNAL

Deliver an excellent service to our community of supporters and target audiences. Engage with stakeholders to improve supporter services.



EXECUTION SKILLS

Demonstrable significant experience of planning, evaluating, and delivering processes, producing recommendations, qualitative research/analysis, and providing excellent support services,

TIMELINESS

Complete projects, research, share/embed information and feedback and respond to supporter queries in a timely manner to ensure service standards are maintained.

QUALITY

Identify/implement/recommend improvements and enhancements to processes which improve team consistency, delivery, and quality.

TARGETED SPECIALIZED KNOWLEDGE

- Significant experience in improving email performances - aligned with organisational objectives
- Significant experience in delivering a high quality support service to stakeholders, research, analysis and reporting on data from stakeholder engagement to inform organisational decision making.
- Significant experience in the use of CRM tools and databases.