



Digital Marketing Officer

Salary: £19k – 23k (35 hours)

We are looking to recruit a digital marketing officer to lead the creation, commission, publishing and distribution of marketing content across Rahma’s paid and owned media channels (SEO, Email, Direct and Social Media) in order to meet business objectives.

Key responsibilities:

1. To develop and implement an effective digital marketing strategy that sets out clear objectives and KPI’s.
2. To create marketing content such as social media graphics, website and email marketing copy.
3. To manage content by posting and publishing across all relevant channels. (Social, email, direct and website).
4. To report and analyse activity across channels and provide recommendations for additional improvement.

Key Activities:

Activity	Time
Design and Development	
Design and develop campaigns to aid various objectives of the charity. These include but are not limited to awareness, fundraising and increasing repeat donors.	30%
Follow or establish brand guidelines, tone of voice and house style.	
To develop and maintain a media library with branded assets.	
Explore new and innovative platforms such as video to meet charity objectives.	
Desk-based market and competitor research.	
Informing volunteer outreach and coordination.	
Social Media Management	
Designing social media posts for various platform and campaigns using existing templates.	30%
Create compelling copy adapted for various platforms.	
Liaising with national and international partners to curate content for social channels.	





Social Media Updates	
Day-to-day social media management including weekly/daily posting on feeds, stories, reels etc.	30%
Use scheduling platforms such as Hootsuite to manage social channels.	
Analytics	
Monitoring and analysing of web traffic using Google Analytics to form reports and recommendations.	10%

Person Specification:

The following specification is generic guidance on the person we are seeking.

Education/Knowledge:

Qualification in journalism, editing, marketing, business or related discipline, competence in written English, or equivalent professional experience.

Experience:

- Knowledge of the digital marketing landscape as well as current and emerging trends.
- Experience of managing organic and paid social
- Experience of using an email marketing system as well as CRM system.
- Experience using a CMS
- Experience of delivering a social media strategy and working with various stakeholders
- Working within the charity sector
- Working within a confined and small budget
- An understanding of websites, data and data analysis

Skills:

- Professional copywriting for various audiences.
- Use of graphic design software such as Canva, Photoshop or Illustrator.
- Collaborative working style and good use of initiative.
- Demonstrate ownership and accountability for responsibilities.

