

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Senior Digital Marketing Officer
Department	Digital Team / Communications Unit
Unit (if appropriate)	Public Engagement
Grade	3
Salary	Circa £38,000 per annum
Contract type	Permanent, full time (34.5 hours per week)
Reporting to	Digital Strategy and Development Manager
Responsible for	Senior Social Media Officer

Overview of Department

The Public Engagement Department has five specialist Units: Communications; Individual Giving; Business Improvement and Innovation; Major Partnerships and Girls Rights & Youth Advocacy. It aims to create a shift in public opinion on international children's development rights and issues by mobilising the income, resources and forces needed to support Plan International UK's work. Its role is to:

- Ambitiously raise profile and awareness of Plan's work among target UK audiences, inspiring their support
- Raise funds by engaging, securing and maintaining support from UK households and companies and other major partners
- Leverage Plan's programme work through effective advocacy and campaigns

The Communications Unit comprises teams covering media, digital, events, brand and marketing. The aim of the Communications Unit is to:

- Maximise awareness of Plan's work and vision, ensuring we are recognised as a trusted go to organisation on child and girls' rights
- Mobilise public, media, VIP and corporate engagement with our work
- Support and enhance Plan's influencing capacity

Our expertise helps Plan present who we are and what we do in a professional and consistent way. We are directly responsible for Plan's strategic communications, brand management including awareness-raising events, digital communications content/management and press and media management.

Job Purpose

The Senior Digital Marketing Officer role is a new position in the Digital team and Communications Unit that will lead digital marketing within Communications, across existing and new channels.

As part of the digital team, the Senior Digital Marketing Officer will input into and implement the digital marketing strategy, lead digital projects and campaigns, support teams with digital planning and lead monitoring and optimisation of the website, social and other relevant digital channels.

The purpose of this role is to optimise the performance and coordination of Plan's digital channels

with an aim to increase brand awareness amongst target audiences and achieve campaign objectives, through targeted and strategic use of paid online advertising (PPC, SEM, display) and channel optimisation.

The role will include:

- Working with teams to develop and deliver impactful multi-channel digital campaigns
- Driving strategic planning for social media marketing, including working with internal and external stakeholders and the digital team to make optimal use of our content and channels, and lead innovations
- Monitoring and optimising Plan International UK's new website for engagement and conversion, including managing development work as needed
- Planning and implementing online advertising campaigns in order to increase brand awareness and achieve campaign objectives
- Building social media influencer and blogger outreach program to increase reach and brand awareness
- Understanding and prioritising competing demands across the team, and working with other teams to manage resources
- Line managing the Social Media Officer

The ideal candidate will demonstrate:

- A proven track record of delivering digital marketing strategies and working towards a digital transformation
- Experience of creating and delivering impactful multi-channel campaigns and strategies, with demonstrable success. This includes integrating digital with PR, events and email campaigns
- Excellent knowledge of the digital landscape and passion for digital trends in both not-for-profit and commercial sectors
- Line management experience with proven experience of developing individuals
- Excellent interpersonal and influencing skills
- A flexible and adaptable approach with a proactive attitude towards problem-solving

Key Duties	Key Activities
Digital marketing strategy support and implementation	<ul style="list-style-type: none">• Develop and implement cross-digital channel campaign plans, including identifying best performing or new content formats and channels• Develop and implement paid search, social and display advertising activities• Advise on new developments
Digital project and campaign planning and management	<ul style="list-style-type: none">• Manage all aspects of digital campaigns from concept through to execution including creative, timetables, sign off and delivery, working in collaboration with Brand & Marketing and Press & Media teams to ensure alignment and coordination on and offline• Support Plan wider digital planning including working closely with the Individual Giving Unit on email marketing and supporter journey planning
Monitoring, reporting and performance optimisation	<ul style="list-style-type: none">• Monitor campaign performance and ensure delivery to agreed timetables and budgets• Strive for optimisation, using tools for testing and user journey mapping to gain audience insight and create content and journeys to optimise engagement and conversion• Proactively propose changes to digital content and structure to improve user experience and navigation to Plan International UK's website

	<ul style="list-style-type: none"> • Run weekly reports on the performance of the website, specific campaigns and online activities and act on any issues flagged • Contribute to short-and long-term planning by monitoring and evaluating campaign performance and make recommendations based on this information to increase performance • Manage the day-to-day relationship with agencies, liaising with the Digital Strategy and Development Manager on agencies' strategic recommendations, and ensuring adherence to agreed approach • Manage the briefing of creative agencies, ensuring appropriate visual and verbal messaging • Deliver digital campaigns that are, integrated or coordinated thematically, creatively and/or by target audience to maximise impact • Monitoring media and markets to spot long- and short-term opportunities
Influencers engagement	<ul style="list-style-type: none"> • Support the management of Plan International UK's digital ambassadors group • Proactively disseminate Plan International UK's content to external outlets, including online sites and blogs to increase traffic to and overall engagement with our website • Strengthen Plan International UK's social engagement strategy and identify new partners for content-sharing opportunities
Web development and optimisation	<ul style="list-style-type: none"> • Lead, scope and manage the delivery of website development projects • Working closely with the Web Officer, continuously optimise website performance for engagement and conversion • Monitor and optimise website performance through user experience and analytics
Emergency response	<ul style="list-style-type: none"> • Manage Plan International UK's emergency appeals, coordinating across all Plan's digital channels
Staff management	<ul style="list-style-type: none"> • Line manage the Social Media Officer. Hold regular line management meetings, set objectives and manage appraisals to ensure staff are motivated and developed • Manage temporary members of the team and/or volunteers as required, organising workloads, briefings, supervising and advising
Other Responsibilities	<ul style="list-style-type: none"> • Assist the Digital Strategy & Development Manager on digital initiatives as requested • Represent the Digital team / Communications Unit as required on cross-departmental groups and initiatives • Undertaking any other duties as required by the Digital team and wider Communications Unit

General	<ul style="list-style-type: none"> • Be open to change and demonstrate a flexible and adaptable approach • Work collaboratively with other departments and be a supportive and effective team member • Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are executed in accordance with the overall aims of the organisation and in line with Plan's policies and procedures. • Participate in training and other activities as requested by the organisation.
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Stakeholder and Customer Service	<ul style="list-style-type: none"> • Provide quality customer service to all our respective audiences and comply with Plan International UK's quality management protocols
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Awareness and	<ul style="list-style-type: none"> • Commitment to Plan's position on promoting girls' rights and gender
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Representation	equality; and integrating this into all aspects of work.
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Key Deliverables	Please Indicate A R or N/A
Line Management of the Social Media Officer	A
Develop and implement digital marketing campaigns and paid online advertising	A
Digital campaign management across the communications department and Public Engagement	R
Monitor and optimise brand awareness, audience engagement and conversion across digital channels	A
Lead website development projects	A
Maintain and enhance strong relationships with key agencies and suppliers	R

Decision Making Criteria: A = Accountable, R = Responsible

Level of Child Protection Responsibility	Standard – Commitment to uphold to Child Protection guidelines at all time
Level of Budgetary Responsibility	Limited - Post has delegated or functional responsibility of budgetary control
Key Working Contacts	<ul style="list-style-type: none"> • Digital Strategy and Development Manager • Senior Digital Marketing Officer • Senior Social Media Officer • Web Officer • Digital Content Officer • Brand Manager • Press & Media Manager • Senior Media Officers • Head of Communication • Corporate Communications Advisor • Individual Giving Unit – acquisition & retention and development • Partnerships Unit • Programme Unit • All content contributors • IT support

This is not intended to be an exhaustive list. Your job description may be subject to change.

Date Created	December 2016
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

Job Title	Senior Digital Marketing Officer
Department	Digital Team / Communications Unit
Unit (if appropriate)	Public Engagement

PERSONAL COMPETENCIES	
Competency Title	The successful candidate will be able to....
Communicating with all stakeholders	<p>Negotiate and communicate effectively with internal and external contacts. Must be able to adapt styles to meet the needs of different audiences both persuasively and diplomatically. Be able to motivate and influence others.</p> <p>Communicate information so that it is timely, accurate and relevant to others. Keeps people (including their team) informed and up-to-date.</p> <p>Participate willingly in cross departmental and organisation wide activities, supporting decisions promoting a constructive climate.</p>
Working effectively and efficiently	<p>Share information on best use of resources. Monitors and evaluates the use and allocation of key resources. Suggest ways of improving use of resources.</p> <p>Successfully manages projects within area of responsibility. Functional projects are completed to specification, within time and budget</p> <p>Focus on what needs to be done and acts in line with specific direction. Plans daily work activities. Evaluates conflicting priorities. Ensures that their team are able to manage their workload.</p>
Demonstrating Plan values	<p>Ensures that impact is a feature of their work and maintains continuous monitoring, suggesting changes where appropriate</p> <p>Keeps up to date with changes in their own area of responsibility and understands how the changes in the external environment may affect them.</p> <p>Demonstrates a willingness to learn and develop oneself. Seeks knowledge from a wide variety of sources to develop own knowledge and skills. Experiments with new ideas and approaches to develop learning. Sets self-targets and objectives for development activities.</p>

RELEVANT EXPERIENCE	
The successful candidate will have experience of	
Substantial experience working on digital marketing activity, planning multi-channel digital campaigns.	
Managing brand awareness and campaign activity from conception through to analysis including creative briefing, data selection, media selection and campaign analysis.	
Line management	

SPECIFIC SKILLS AND KNOWLEDGE	
The successful candidate will have the ability to....	The successful candidate will have knowledge of....
Demonstrate an awareness of child protection issues	Digital Marketing techniques and campaign management – demonstrated through relevant experience
Create and deliver impactful multi-channel campaigns and strategies, with demonstrable success integrating digital, PR, events and email marketing.	Best practice paid advertising across paid search and online display advertising
Excellent writing skills and can assess and amend copy and creative to ensure best possible results	Best practice digital channel use, monitoring and optimisation
Analyse quantitative data to produce sound insights and recommendations	How to make the most of testing, optimisation and monitoring tools such as Idio, Maxymiser, Google Tag Manager and recommendation of new suitable tools
	Excel or similar spreadsheet package and commonly used functions e.g. pivot tables

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