

**Job Description – Digital Marketing Coordinator**

Working with the marketing and fundraising teams, this role will oversee the digital fundraising strategy and operational plans for OIN. You will lead on the development and management of digital programmes and activities including digital campaigns, donation platforms, paid social media adverts, social media and PPC. You will need to have exceptional knowledge of current marketing tools and trends to ensure digital growth, as you will lead on integrated digital marketing campaigns from concept to execution.

**ROLE RESPONSIBILITIES**

**Planning and coordination**

* Deliver and schedule content on a daily basis, with flexibility to respond to news events and emergencies at short notice
* Manage the charity’s website to ensure high quality, timely content that supports the fundraising element of the charity
* Responsible for improving the usability, design, user journey and conversion on OIN website, in conjunction with OIN’s web development agency.
* Identify and implement new media formats like rich media ads and dynamic media to create brand awareness
* Identify and liaise with Digital Influencers, in order to build partnerships
* Horizon scanning for new digital fundraising initiatives, including social fundraising/crowd fundraising

**Content creation and campaign support**

* Produce or commission multimedia content, including video stories, infographics, blog posts, web stories and other content to support charity activity
* Apply understanding of OIN’s development work to deliver strong storytelling and relevant content to the audience
* Adapt content from OIN head office and field comms for UK audiences
* Develop digital editorial plans to amplify campaigns, milestones and events
* Deliver planning and scheduling in a timely manner
* Support development of an online influencer strategy to enable passionate advocates to get involved and raise funds for OIN’s work
* Help develop and implement digital marketing strategy and operational plans for OIN
* Advise, consult and provide services related to the design and development of online creatives
* Give briefs and supervise assignments involving digital agencies
* Research and identify third party ad serving platforms and opportunities in the sector
* Interact and collaborate with team members to align digital media with other marketing, communications and fundraising activities
* Build and maintain a content distribution network

**Analytics and best practice**

* Deliver analytics on social media and PPC website activity, recommending changes in strategy or mix to improve effectiveness
* Keep up to date with digital communications and content trends, platforms and tools
* Provide subject matter expertise, proactive assistance and advice as required for planning and delivery of digital and supporter journey projects
* Work with external experts, such web developers, UX and SEO specialists, to deliver periodic reviews and bespoke solutions when required
* Observe all legal and legislative requirements, comply with policies and procedures, and demonstrate a high level of confidentiality and integrity

**Day to day Budget oversight**

* Responsible for managing the day to day budget for online marketing
* Maintain and control the budget and oversee payments to vendors
* Review analytics for income and address any issues with the planned journeys which are hindering ROI

**Support and management of Digital Projects**

* Co-ordinate content-related digital projects as required
* Be the digital content contact for digital development agencies
* Provide digital marketing expertise on cross organisational projects as required

**General responsibilities**

* Add same four or five tasks around
* Housekeeping
* Working with colleagues for OIN interest
* Supporting other

**PERSON SPECIFICATION**

**Experience**

* 3+ years of experience in a digital role, ideally in the charity sector
* Proven experience of developing and delivering digital campaigns aimed at the British Muslim community
* Experience of developing and delivering campaigns with ROI, and performance advertising (Video, Display and Search)
* Experience of commissioning and managing external suppliers and agencies

**Education**

* Undergraduate/postgraduate qualification (ideally in a related field)
* Industry courses
* Member of industry boards (desirable)
* CIM or IDM qualification
* Basic understanding of HTML/CSS
* Google AdWords Certification

**Skills/Knowledge**

* To have knowledge of tech trends, upcoming changes and challenges in relation to digital marketing
* Outstanding verbal and written communication skills
* Skilled copywriter with the ability to communicate messages in a clear, engaging way
* A creative thinker with the ability to work across multiple online channels
* Good understanding of KPIs and digital metrics
* Have demonstrable understanding of Email Marketing, SEO, CMS & CRM
* Ability to negotiate agreement on expectations and outcomes in an extremely busy environment with changing priorities
* Ability to work well with both technical colleagues and those who are less confident with technical details
* Strong understanding of the major technology-driven changes and trends affecting the online media and advertising industries
* Superb organisational skills with a proven ability to prioritise work to meet deadlines
* Strong interpersonal skills with the ability to build positive relationships and influence others
* Ability to articulate OiN’s vision and mission with passion
* Ability to provide advice and support at all levels within the organisation
* Flexible, adaptable, tenacious and enjoys working in a fast-paced environment
* Highly self-motivated and able to work autonomously, take initiative and make decisions
* Ability to meet deadlines and targets and adopts a goal-oriented approach to work
* Sound knowledge of GDPR regulations
* Commitment to Orphans in Need’s core values and strategic direction