

## **Job Description**

**Job title:** Digital Campaign Officer  
**Directorate:** Marketing & Communications  
**Location:** Head Office  
**Accountable to:** Head of Digital  
**Pay grade:** Band 5  
**Type:** Full Time

### **Values Framework**

All staff are expected to know and understand the values of the organisation and uphold these values whilst at work.

- Together
- Focused
- Bold
- Personal

### **General Overview of Role**

Working with the Head of Digital to plan, develop and execute high quality, highly engaging digital campaigns which attract and retain key stakeholder groups (donors, veterans, influencers etc.), inspiring them to take action.

### **Main Duties and Key Responsibilities**

- Set up and manage SEO & Paid Advertising campaigns on brand platforms and channels, using social media and search engine marketing
- Conceptualise structured A/B tests and perform analysis to identify levers impacting channel performance
- Ongoing management of campaign to improve performance
- Prepare and present reports and recommendations in a clear, concise way
- Keyword optimisation and implementation across content
- Contribute to creative process & planning
- Systematic and rigorous in approach – creativity, agile

Desirable

Copywriting, Design, Photoshop skills, Email management, Drupal knowledge, Google Analytics

**Risk Management**

As an employee of the Charity, the postholder is required to be risk aware and readily able to identify risks faced in the course of day-to-day duties. Where a new risk is identified it is to be reported through the postholder's line manager.

Date revised

Signature of postholder

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Print name

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Date

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