**JOB DETAILS:**

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| **Job Title:** Senior Digital Campaign Officer | **Department:**  F30 | **Location:** Tyrwhitt House / Hybrid |
| **Status:** FTE | **Hours:** 37.5 hpw | **Reporting to:** Head of Challenge & Community |

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|  FACTOR  | ESSENTIAL | DESIRABLE |
| Qualifications & Experience | * Educated to degree level, equivalent level qualification or relevant experience.
* Significant experience working in digital marketing, campaign management, or related roles and Managing advertising budgets of £250k+ per annum
* Proven track record of successfully managing multiple digital campaigns from conception to execution.
 | * Relevant post graduate qualifications
* CIM qualifications
* Previous experience in the sector
* Previous experience working on challenge and community fundraising events
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| Skills & KnowledgeRange and level of skills | * Excellent communication skills, both written and verbal, with the ability to convey complex ideas clearly and concisely.
* Strong analytical and problem-solving skills, with creative solutions and the ability to interpret data and draw actionable insights to improve campaign performance.
* Experience working with measurement strategies, conducting research and working with KPI’s and statistics
* Experience in delivering paid digital campaigns within a commercial environment
	+ Google PPC
	+ Meta
	+ SE
	+ Experience in multivariate or A/B testing
* Experience with the following platforms
* FB Ads manager
* Google Ad Manager
* GA4
* Experience with kan-ban style project management tools such as Trello
* Project management skills, including the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously.
* Experience working collaboratively with multi-disciplinary teams
* Knowledge of current trends, best practices, and emerging technologies in digital marketing and advertising.
 | * Experience with digital display advertising
* Experience with the following platforms
* Hootsuite
* SEM Rush
* iRaiser
* DotDigital
* Funraisin
* Technical proficiency in HTML/CSS, graphic design software, or other relevant digital tools is desirable.
* An understanding of the military and mental health.

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| Personal AttributesThe personal qualities required e.g. exercising initiative, organising, problem solving | * Ethical integrity
* Flexibility to adjust strategies in response to changing opportunities
* Ability to stay focused and motivated in the face of challenges to maintain a positive attitude
* Proactive and self-motivated, with a strong sense of initiative and drive to achieve results.
* Team player with the ability to collaborate effectively with cross-functional teams and external stakeholders.
* Strong attention to detail and accuracy, with a commitment to delivering high-quality work.
* Adaptability and flexibility to thrive in a fast-paced, dynamic environment.
* Commitment to continuous learning and professional development in the field of digital marketing.
 | * Strong communication skills to negotiate effectively and build relationships with team members
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| Other Requirements | * Flexibility to work outside of regular business hours as needed, especially during campaign launches or events.
* Understanding of ethical considerations and legal regulations related to digital marketing, such as GDPR compliance.
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