**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 |
| Skills & Knowledge  Range 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. |
| Personal Attributes  The 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 |
| 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. |  |