**Job Description**

**Job title:** SeniorDigital Campaign Officer

**Directorate:** Fundraising

**Location:** Head Office

**Accountable to:** Head of Challenge & Community

**Pay grade:** Band 6.21

**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**

Combat Stress fundraising efforts have seen a significant increase on the dependence on digital advertising over the past few years. Approximately 90% of our fundraising events now rely on this form of advertising; SEM campaigns (SEA and PPC) and Social Media (Meta, Twitter, LinkedIn and TikTok) campaigns to reach new audiences and recruit to the brand.

In this unique and exciting new role you will lead, manage and deliver high-level effective campaigns within a commercial environment. In addition to forms of advertising highlighted above, we are looking to strengthen our inhouse expertise with additional channels such as Display and Programmatic advertising as appropriate to achieve our advertising goals. Working with the Senior Head of Digital and team, you will be required to plan, develop and execute high quality, engaging digital campaigns which attracts and retains key stakeholder groups (donors, veterans, influencers etc.) inspiring them to take action.

This role will be embedded within our Fundraising Challenge and Community team which will require you to work collaboratively with senior management and colleagues across directorates to provide effective and efficient delivery,

As the Senior Digital Campaigns Officer you will be responsible for developing and implementing digital marketing plans to engage and recruit supporters for a diverse range of events to achieve annual targets. Working with our Challenge Events Manager you will also ensure that our events website is accessible, optimised and kept up to date and will develop new initiatives, using a digital first approach.

This is a fast-paced but fun environment with aggressive income targets of over £1m for this team alone.

**Key Responsibilities**

* Working with the Digital and Challenge & Community teams to implement and maintain comprehensive digital strategies for our challenge & Community events that encompasses all areas of our digital communications to achieve fundraising goals. Working collaboratively with multi-disciplinary teams to agree metrics and performance data
* Plan, construct and execute paid campaigns for the charity. Optimising engaging campaigns across primary platforms including social media, SEM, SEO and display advertising as appropriate
* Create structured A/B tests and perform analysis to identify levers impacting channel performance. Use data-driven insights to continuously improve the ROI of campaigns
* Understand CRO techniques to improve conversion rates
* Document and present results to internal stakeholders fostering a culture of creativity, collaboration and continuous learning.
* Staying updated on emerging trends in digital fundraising, advise and support the Challenge and Community team on website, digital systems and digital best practice, new technologies and ways of working and propose innovate ideas to enhance our fundraising efforts and income streams
* Ability to work with senior stakeholders to forecast and report on ROI and demonstrate impact on business outcomes
* Train new starters how to use our content management system (CMS), shop systems, fundraising platforms and any other platforms as required
* Ensure all content complies with law (e.g. copyright and data protection).
* Evaluation of digital key performance indicators, monthly and quarterly
* Uphold the charities values and brand
* Attend events, representing Combat Stress as and when required

**Essential Skills**

* Significant experience working in a similar role with large income and expenditure budgets
* A proven track record of successfully managing and leading on the development of digital marketing programmes in a large complex organisation.
* Deep understanding of digital marketing tactics and strategies to manage digital campaign budgets, optimisation of spending and maximising of ROI
* High level of technical skills and ability including use of marketing automation tools – ie. CRM systems, Google AdWords, SEO, analytics packages inc Google Analytics 4, and ad management platforms
* Ability to interpret data insights, conduct A/B testing and make data-driven decisions to optimise campaign effectiveness to achieve goals
* The ability to think creatively and prioritise workload and manage own time effectively to meet deadlines
* Knowledge of data privacy regulations and advertising guidelines ensuring campaigns comply with legal and ethical standards

**Desirable Skills**

* Strong project management skills to oversee multiple campaigns simultaneously, manage resources effectively and ensure campaigns are delivered on time and within budget
* Experience with Trello or other project management tools for task scheduling and progress monitoring
* Experience of Ads Management tools such as AdsManager, Hootsuite and other marketing and data insight platforms such as Dot-Digital, SEM-Rush
* Knowledge of adobe creative package, including photo and video editing
* Experience working in the voluntary sector

**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 4 April 2024

Signature of postholder

Print name

Date