

## PERSON SPECIFICATION

(Supporting the Policy on Equal Opportunities in Employment)

### JOB DETAILS:

**Job Title:** Performance Marketing Specialist

**Department:** Strategy & Comms

**Location:** Head Office/ Hybrid

**Status:** Permanent

**Hours:** As per contract

**Reporting to:** Senior Head of Digital

FACTOR	ESSENTIAL	DESIRABLE
<b>Qualifications &amp; Experience</b>	Degree level or above	
<b>Skills &amp; Knowledge</b> Range and level of skills	<p>Proven hands-on experience managing campaigns across Google Ads, Meta Ads (Facebook/Instagram) and TikTok</p> <p>Strong ability to interpret data, extract insights, and apply learnings to optimise campaign performance.</p> <p>Comfortable presenting campaign performance, insights, and strategies to stakeholders across teams.</p> <p>Direct experience running digital campaigns to support donor acquisition, income generation, or volunteer/staff recruitment.</p> <p>Experience working within a defined budget with a focus on efficiency.</p> <p>Results-oriented and excited by measurable impact – utilising native app reporting and third-party tools</p>	<p>Experience with automation and optimisation tools such as Smartly.io, Google Ads Scripts, or similar platforms.</p> <p>Experience managing campaigns across other digital channels, such as Snapchat would be an advantage.</p> <p>Experience working inhouse or agency-side for a nonprofit, or cause-driven organisation, with proven experience delivering supporter campaigns.</p>

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<p><b>Personal Attributes</b> The personal qualities required e.g. exercising initiative, organising, problem solving</p>	<p>Proactive and self-motivated, with a can-do attitude.</p> <p>Collaborative and open to feedback, with strong interpersonal skills.</p> <p>Strong communication skills to negotiate effectively, both written and verbal.</p> <p>Flexibility to adjust strategies in response to changing opportunities and emerging technologies.</p> <p>Experience working collaboratively with multi-disciplinary teams.</p>	<p>Passionate about the role of digital marketing in driving social good.</p>
<p><b>Other Requirements</b></p>	<p>Ethical integrity.</p>	