

## **Job Description**

<b>Job title:</b>	Performance Marketing Specialist
<b>Directorate:</b>	Strategy and Communications
<b>Location:</b>	Head Office / Hybrid
<b>Accountable to:</b>	Senior Head of Digital
<b>Accountable for:</b>	N/A
<b>Pay grade:</b>	Band 6
<b>Type:</b>	Full Time, Fixed Term (6 months)

## **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**

We're looking for a high-performing **Performance Marketing Specialist** with proven expertise in paid media platforms (Meta, Google, TikTok and Snapchat) and a strong track record of driving results through data-driven, B2C campaigns. You'll be confident using automation tools, fluent in performance analytics, and skilled at prioritising high-impact activities to deliver growth. A passion for innovation, marketing technology, and collaboration is essential.

Experience in **fundraising** and **supporter recruitment**—particularly for a **charity or nonprofit - inhouse or agency** - will give you a significant edge, helping us reach more supporters and drive greater impact.

## **Main Duties and Key Responsibilities**

- Develop, execute, and monitor paid media awareness and recruitment campaigns across multiple platforms.
- Optimise ad performance and budgets, ensuring alignment with business goals.
- Leverage data-driven insights to refine targeting, messaging, and bidding strategies.
- Stay ahead of digital marketing trends and emerging advertising technologies.
- Collaborate cross-functionally to drive brand awareness and customer acquisition.

## **Experience**

- **Expertise in Paid Media Platforms** – proven expertise with Google Ads, Meta Ads, and TikTok Ads, delivering high-ROI campaigns across channels.
- **Performance Marketing Expertise** – Proven success in B2C and B2C campaigns planning, executing and optimisation, with measurable business outcomes.
- **Ad Automation Experience** – experience with automation tools to streamline and scale performance.
- **Data-Driven Decision Making** – ability to analyse data, derive insights, and make strategic recommendations.

- **Growth Mindset** – evidence of strategic thinking with insights for calculated risks and a passion for innovation.
- **Marketing Tech Enthusiast** – Always up to date with the latest trends and tools.
- **Excellent Communication** – Comfortable presenting ideas and collaborating with colleagues.

### Other Duties

- **Strong organisational skills** to manage multiple campaigns simultaneously, adhere to deadlines and collaborative across cross-functional teams.
- Experience of Drupal, php, net, javascript, Dot-Digital, Google Analytics 4.

### 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.

### INFECTION PREVENTION AND CONTROL

- Maintain an up-to-date awareness of the Infection control procedures relevant to your area of work and implement these in practice. As a minimum this must include hand hygiene and the use of personal protective equipment as appropriate.

*"As a healthcare environment, and for the health and wellbeing of our staff, veterans and visitors, we encourage everyone at Combat Stress especially professionals that are veteran facing to take up the offer to be fully vaccinated against Covid-19"*

Date 19 March 2025

Signature of postholder

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Print name

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Date

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