



Job Title:	Digital Marketing Officer
Reporting to:	Senior Digital Marketing Manager
Direct Reports:	None
Salary:	£35,000 to £37,000 - Depending on experience
Location:	Hybrid with a London office presence needed 2 days a week.
Hours & Basis:	35hrs per week.

About this role:

This role supports the charity's digital marketing efforts that will enable us to ensure no child faces mental health issues alone. You will support the Senior Digital Marketing Manager with creating content that gains strong engagement across social media, email and paid ads. You will be responsible for the day-to-day running of our social media channels including Facebook, Instagram, Threads, LinkedIn. This involves developing and managing the social media schedule, ensuring excellent community management and creating engaging content for our channels working with teams across the organisation. In this role you will also support the Senior Digital Marketing Manager with setting up and optimising email marketing and paid ads campaigns, using Mailchimp, Google Ads and Meta Ads Manager, including reporting on marketing results and suggesting campaign improvements.

Key Responsibilities:

Contribute to the delivery of Place2Be's marketing and business strategies by promoting our range of support services, tools and fundraising activities by:

- ▮ Leading the day-to-day running of our social media channels (Facebook, Instagram, Threads, LinkedIn). Creating, scheduling and publishing content via Sprout Social. This will account for approx. 60% of your time, with the rest spread across Email Marketing and Paid ads support.
- ▮ Ensuring content and campaigns align to our Equity, Diversity and Inclusion aims.
- ▮ Community management: monitoring social media comments, responding to queries and engaging with our **supporters**.
- ▮ Working closely with the Marcomms team (Marketing & Communications Manager, Marketing & Communications Officer) to align social media activity to the content calendar, and contributing creative ideas to improve our social media strategy and online presence
- ▮ Creating engaging content using a range of different formats (e.g. reels/ videos, graphics using our Canva templates). Also briefing the Designer to request new designs/video editing as needed.
- ▮ Oversee social media at external events and support other teams when they use the channels for events
- ▮ Supporting the Senior Digital Marketing Manager with the set-up of email marketing campaigns in Mailchimp
- ▮ Supporting the Senior Digital Marketing Manager with the setup and optimisation of Google Ads campaigns and Meta ads in Meta Ads Manager, including monitoring paid media spend
- ▮ Analyse results in Sprout Social, Google Analytics and other reporting tools and making recommendations for improving our effectiveness and reach as a charity.



- ▮ Identify opportunities and content for paid campaigns and assist the Senior Digital Marketing Manager with the development and delivery of our digital strategy

The job description is a general outline of the job duties and responsibilities and may be amended as Place2Be develops and the role grows. The post holder may be required to undertake other duties as may be reasonably required from time to time.

What you will need:

- ▮ Marketing qualification or relevant professional experience.
- ▮ * Experience of managing an organisation's organic social media content and communities
- ▮ * Strong experience in Organic Social and at least one other digital marketing channel (Paid Social, Email Marketing, Paid Search). Training will be provided to upskill in other areas:
 - o Email Marketing: using Mailchimp or similar email marketing tool, to support on email marketing campaigns (including campaign set-up, data segmentation and testing)
 - o Paid Search: setting up and optimising Google Ads campaigns across Google Grants and regular Google Ads accounts
 - o Paid Social: setting up and managing paid social media campaigns using Facebook Ads manager
- ▮ *Content creation abilities: experience using Canva to edit artwork / photos for social media, and shooting videos for short form and longer content.
- ▮ *Experience using Sprout Social, Google Analytics or other reporting tools to report on key learnings and provide suggestions to improve campaigns.
- ▮ Experience using a scheduling/listening tool like Sprout Social
- ▮ Excellent copy writing, editing and proofing skills, excellent attention to detail
- ▮ Good understanding of how all digital marketing channels work together
- ▮ Strong project management skills with the ability to manage conflicting priorities and working with a variety of **internal stakeholders**
- ▮ Able to explain social media and digital marketing to colleagues using accessible language.
- ▮ An understanding of the social media landscape, emerging channels and trends.
- ▮ An understanding of data privacy and General Data Protection Regulation (GDPR)
- ▮ A dedicated commitment to diversity and inclusion and equality of opportunity.
- ▮ Able to pick up new software and technologies quickly.
- ▮ A strong commitment to our values and ability to demonstrate these in your work: Perseverance, Integrity, Creativity and Compassion. <https://www.place2be.org.uk/about-us/our-work/our-mission-vision-and-values/>

* Indicates the minimum criteria needed to be considered for a guaranteed interview under the disability confident scheme

