

DIGITAL MANAGER

Department:	Fundraising & Engagement
Job title:	Digital Manager
Reports to:	Head of Engagement
Responsible for:	Digital Fundraising Assistant Digital Engagement Executive Multi-Channel Designer
Based at:	Head office
Salary:	£37,000 - £40,000



Job Summary

To lead the digital and design team to achieve income, engagement and acquisition targets and oversee design and content production.

To develop the digital strategy and capabilities, with robust day-to-day operational and project management of Rainbow Trust's digital channels, driving digital adoption throughout the organisation.

To ensure digital platforms, processes and integrations are optimised to support fundraising and stewardship activity to increase Rainbow Trust's reach and income.

To drive and oversee production and delivery of engaging multi-channel content to attract and engage new supporters and inspire our audiences to support and advocate the charity's work.

To provide technical expertise and input to strategic cross-organisational projects, from scoping of service design to improving digital processes and infrastructure, ensuring Rainbow Trust responds to the changing digital landscape.

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.

Areas of Responsibility

(specific to role)

- Devise and deliver digital strategy and operational plans that align with engagement strategy and business plan
- Oversee the management of email marketing, social media, content production, SEO and PPC activity across channels
- Guide website architecture, user experience and content
- Lead on website development
- Work closely across all fundraising and engagement teams to scope digital requirements, using knowledge and expertise to advise, refine and iterate
- Manage web integrations and payment gateways
- Grow audience insight and implement supporter journeys across touchpoints and channels
- Manage digital projects from start to end, including planning, delivering, evaluating and maintaining excellent supplier relationships with digital agencies, partners and suppliers
- Set and manage budget and regularly report on activity to ensure this is delivered against target
- Analyse and interpret analytics data to drive data-driven decision making across the fundraising and engagement teams
- Make investment cases for new activity to support decision making
- Act as brand guardian, ensuring consistency of visual style and messaging across platforms
- Stay well-informed of and responsive to the challenges and opportunities presented by the external environment and evolving digital and fundraising landscape
- Manage, develop and motivate staff and team to deliver against plans and to targets

General Responsibilities

Leadership and Strategy

- Provide expert guidance and direction for staff, volunteers and interns
- Act as representative of the charity to a variety of external and internal audiences and in different contexts
- Operate in compliance with relevant legislation, best practice and corporate policy
- Commit to Performance Management Process and develop stretching objectives to meet business plan
- Take responsibility for own professional development
- Live the Rainbow Trust values.

Operational and Project Planning

- Ensure processes are documented and effectively governed, taking a continuous improvement approach to activity
- Take individual responsibility for agreed objectives, targets and budgets
- Monitor project and work programme progress and report any variance
- Negotiate with suppliers to ensure best value for money is obtained
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, media representatives and suppliers
- Deliver direct services to both supporters and colleagues to acceptable professional standards and corporate guidelines
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts.

Developing, Maintaining Systems and Procedures

- Report against plan monthly, identify variance and make appropriate recommendations
- Ensure GDPR compliance
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in the CRM
- Ensure regular data cleansing is actioned.

People Management and Development

- Recruit and retain high calibre volunteers and interns through effective supervision (following best practice guidelines for managing volunteers/interns)
- Identify appropriate volunteers to maximize digital capabilities and provide them with clear guidance and support.

Team Working and Collaboration

- Contribute professional knowledge and expertise to team and department development, service delivery monitoring and evaluation
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Act as a source of knowledge and expertise to colleagues
- Champion business improvement and people development initiatives
- Provide guidance and support to junior staff members and volunteer
- Proactively participate in team meetings and away days as well as staff conference.

Special Conditions

- Full driving licence and regional travel maybe required
- The list of responsibilities outlined above is not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.

PERSON SPECIFICATION

Digital Manager



SUPPORTING FAMILIES
WITH A SERIOUSLY ILL CHILD

ESSENTIAL

DESIRABLE

Experience

(Previous roles,
types of organisations)

- Substantial experience in digital marketing / digital engagement / digital fundraising, including planning, evaluating and delivering successful campaigns that drive response across social, PPC, email, display and site optimisation
- Managing agencies and third-party providers on specific projects including website development and technical issues
- Working effectively across an organisation to promote and champion digital adoption
- Analysing and interpreting data to drive optimisation
- Appraising new ideas and proposals and making decisions to test as appropriate
- Delivering and analysing integrated campaigns, including recording, organising, presenting and evaluating information in order to improve performance
- Working collaboratively with a number of internal functions to deliver projects and integrated campaigns to reach shared goals
- Experience of managing staff and/or volunteers
- Experience of setting and managing budgets

- A proven track record of income generating achievements

Special Competencies

(Specific job-related skills
knowledge understanding)

- Strong knowledge of email marketing platforms, social media management and marketing tools, Google Analytics, Data Studio, Tag Manager and Photoshop
- Strong Project Management skills
- Knowledge of CRM systems and integrations with digital platforms
- Relevant education qualifications and/or professional development or portfolio of evidence

- Experience of CRM integrations

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ESSENTIAL

DESIRABLE

Disposition

(Influence over others, dependability, self-reliance)

- Persuasive and enthusiastic, engaging the commitment of others
- Firm, goal-oriented, yet motivational leadership style
- Influencer – who stimulates others into action
- Poised and outgoing - building rapport & developing relationships with others
- Multi-tasker with a sense of urgency for goal achievement
- Effective delegator with accountable follow-up on timeliness and quality
- Ability to learn quickly and thoroughly and adapt to change

Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Idea generator – innovative and creative problem solver
- Timely decision maker, in response to varied activities and changing conditions
- Action orientated – somewhat collaborative
- Practical and results focussed
- Big Picture thinker

Attainments

(Academic & professional qualifications & training)

- Evidence of literacy and numeracy appropriate to the level of the role
- Evidence of a commitment to ongoing learning and professional development specific to digital knowledge and skills
- IDM, CIM, IOF qualification or equivalent
- Project Management qualification

Motivation

(Ambition, money, security)

- Recognition and reward for achieving results through people
- Independence and ownership of delivering something new
- Opportunity for growth
- Building motivated teams

Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development
- Some out of office work and UK travel