

Job Description & Person Specification

Job Title:	Social & Digital Marketing Manager
Contract:	Permanent
Hours:	Fulltime (37.5 hours per week)
Location:	London, Hammersmith (currently remote working due to Covid19)
Salary:	£35,000 pa plus benefits

About Starlight

Starlight Children's Foundation is the national children's charity that exists to preserve childhood throughout serious illness.

We do this through our hospital play & distraction services, wish granting and Starlight Escapes. Access to play during serious illness is especially important as a contributor to successful treatment and healthy development. It enables children to grow and develop; and to experience childhood as it should be.

Our Strategy and the Media & Communications Manager role

It's been an exciting time for Starlight as we deliver our autumn/winter integrated campaign, launched a new website and develop our brand. This role is focused on driving reach and engagement on our owned and bought digital channels. We want to foster two-way conversations and provide timely content to take Starlight to new audiences and help us become uppermost in people's minds as a vital children's charity. Your ability to creatively and compellingly create and deliver compelling content to engage with families, friends, medical staff and corporate partners will be central to us delivering on our strategy. Working alongside the Head of Marketing & Communications and the team, you'll have a chance to help shape it too. You will be plugged into the social media world and be able to help us spot trends and quickly adapt our social media work to engage audiences in the most effective way – helping to keep us relevant and interesting.

Main purpose of the job

The Digital Marketing Manager will work closely with Head of Marketing & Communications, Media & Communications Manager, Multimedia Manager, Fundraising, and Children's Services teams to develop digital campaign plans and messaging, seek out and publish content designed to prioritise our target audiences. The purpose is to increase awareness, deepen engagement, and encourage support from our warm and cold audiences.

- To plan, develop and deliver integrated and audience targeted social media, digital advertising and email marketing campaigns which drive recognition of and engagement with the Starlight brand and our services and motivate the public to support us
- To provide senior digital and content consultancy to key teams across the organisation
- Working with colleagues across the organisation, proactively seek and generate content to promote the work of Starlight through owned, earned and bought channels
- To be an active member of the marketing & communications team – contributing to the planning, scheduling and developing of the team's work and ensuring integration of content and messaging across channels.



Key Areas of Responsibility

1. Day to day management of Starlight’s digital channels, including website, email, Facebook, Twitter, Instagram, LinkedIn and YouTube
2. Develop and monitor a social media strategy and set goals to increase brand awareness and engagement
3. Manage the social schedule – seek out content, plan, edit and publish engaging content daily across all relevant channels supporting fundraising campaigns and beneficiary service delivery
4. Respond to social media posts and develop discussions with our supporters – working with the wider Marketing & Comms team and fundraising teams where needed
5. Create email marketing strategies to enable continued and engaging supporter journeys
6. Create engaging multimedia content and/or work with the wider teams to achieve this
7. Adapt content for specific channels, concentrating on getting the right tone of voice for the relevant audience and exporting videos and images in the right format for each channel
8. Build awareness and engagement on social as part of campaign planning or in response to external and wider children’s health stories
9. Leverage trends and new social opportunities to help drive social reach and engagement
10. Spot relevant posts and threads, flag issues, and share developments with the rest of the team
11. Project-manage integrated cross-organisational communications campaigns. Develop objectives, devise tactics for the campaigns and manage the development of creative. Hold responsibility for project budget and risk register, set direction for and manage the project team, ensure delivery to deadline, provide regular project reports and manage the evaluation process making recommendations to be taken forward.
12. Provide digital consultancy to internal teams, specifically the fundraising and children’s services teams, supporting them to develop communications strategies and tactics to achieve their objectives.
13. Taking an active role in developing marketing communications strategy.
14. Ensure that all digital activity is compliant with current legislation, including advertising regulations, media consents etc.
15. Day to day line management of one member of staff.

Management and Key Relationships

Reports to Head of Marketing & Communications

Staff managed One direct line report plus matrix management of others as part of project teams

Key Relationships

Internal:

- Marketing Communications team – Multimedia Manager, Digital Marketing & Social Media Manager
- SMT incl. Dir Fundraising & Marketing, CEO
- Wish granting & Children’s services teams
- Fundraising teams

External:

- 3rd party agencies and suppliers
- Families, service users and healthcare professionals
- Journalists and specialist sector groups



Person specification

Requirement	Essential	Desirable	Evaluation
Educated to degree level and/or can consistently demonstrate degree level outcomes.		✓	Application
Substantial, successful experience of working in a digital marketing/communications environment either in an agency or in-house	✓		App / Int
Substantial experience and demonstrable success in planning (including creativity & idea generation), delivering and evaluating digital marketing campaigns	✓		Interview
Strong experience of developing and delivering integrated communications campaigns	✓		App / Int
A track record of successful internal and external relationship building and delivery of results	✓		Int
Strong project management experience – working with colleagues across different teams to drive activity to completion, delivering against deadlines in a fast-moving environment and reporting on progress	✓		App / Int
Proven experience of managing agencies and agency relationships	✓		App / Int
Strong copywriting for the web experience and an ability to write short/long copy for various social requirements	✓		App / Int
Good interpersonal skills, ability to persuade, influence and collaborate with a range of internal and external stakeholders	✓		Int
The ability to create relevant content for audiences of different channels	✓		Int
The flexibility to manage competing priorities and the ability to work well as part of a team or under own initiative	✓		Int
Strong decision making and problem solving skills	✓		Int
Results orientated with strong organisational skills	✓		App
Excellent knowledge of all aspects of digital channels and skilled tracking and monitoring tools	✓		App
Experience of writing and implementing strategic plans with tangible results		✓	Int
Able to work independently with minimal supervision to deadlines	✓		Int
Good knowledge of the voluntary sector and associated guidelines and compliance relating to professional fundraising		✓	App / Int
Excellent written and verbal communication skills: able to communicate complex and sensitive issues with ease at all levels and deliver key written messages to key audience segments	✓		Int
An enthusiastic and flexible approach: able to work closely and adaptively with the immediate team and collaboratively across the entire organisation	✓		Int



Requirement	Essential	Desirable	Evaluation
Analytical and results focused with a good understanding of using databases to inform campaigns and targeting	✓		Int
Advanced Office365 knowledge and practical application together with extensive knowledge of email management systems including MailChimp or similar	✓		App
Extensive experience of Google Analytics and using social platform scheduling and monitoring systems like Hootsuite	✓		App
Experience of using CMS systems including Wordpress to manage, build and edit website pages and forms	✓		App
Practical application of AdobeCC including image and film editing		✓	App / Int
Experience and ability in photography & videography		✓	App / Int
Embraces accountability, demonstrates ongoing resilience and the highest levels of integrity and professionalism	✓		App / Int
Strong work ethic with the ability to manage multiple priorities against tight deadlines	✓		App / Int
Good judgement, initiative and discretion, especially in times of crisis	✓		App / Int
Able to strike the balance between resilience, tenacity and good humoured pragmatism in order to deliver results with and through people	✓		App/Int

What we offer

A unique opportunity to be part of an organisation that is passionate about preserving childhood throughout serious illness through hospital play and distraction services, wish granting and an escapes programme. We help children and their families to escape the routine and reality of treatment.

A friendly, contemporary, open plan office environment just five minutes' walk from Hammersmith tube station with lots of shops, cafes and the River Thames on our doorstep.

A competitive salary and exceptional benefits package including 25 days holiday rising to 30 days with service; employee assistance programme; life assurance; season ticket loan; child care vouchers; ride to work; auto enrolment pension; healthcare cover.

To apply

Please email your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role, to our recruiter: nicholas.ogden@pro-recruitment.co.uk.

Closing Date: TBA

First Interview: TBA

Second interview: TBA

Interviews will be held via videoconference.



Additional Information

Place of work

All staff are currently working remotely as part of our Covid19 response plan but this is continuously under review. Applicants should therefore expect to be Hammersmith based once this period ends and whilst we are open to flexible working requests there will be a requirement to spend significant time each week in the office.

Diversity Policy Statement

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Starlight actively welcomes candidates from diverse backgrounds.

Use of CVs

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. All CVs received prior to the closing date of the role will be considered **providing they are accompanied with a covering letter**. CVs will be kept in line with our Data Retention Policy, as required by the General Data Protection regulations.

Shortlisting

Starlight is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview on the dates in this document, please ensure that you will be available on these dates. You will also be advised at this point if there will be any skills test, presentations etc.

Employment Checks

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, enhanced DBS and two most recent references.

