

Job Description: Digital Marketing Co-ordinator

Reports to: Communications and Marketing Manager

Team: Communications and Marketing

Purpose: The digital marketing coordinator will support the communications and marketing team to deliver an ambitious dynamic marketing and communications programme to increase Back Up's reach and impact. They will do this by engaging with existing audiences and implement innovative ways to reach new audiences, through our digital marketing channels, so that we can support more people affected by spinal cord injury.

Key stakeholders: Staff members, working within the services and fundraising teams, volunteers, people with spinal cord injury and their families, donors, supporters, professionals and organisations working with people affected by spinal cord injury, suppliers, sponsors and funders.

Principal Role:

- Supporting the development and delivery of Back Up's digital marketing and communications plans.
- Support delivery of Back Up's *Transforming Lives* strategy by identifying opportunities to showcase content across our digital marketing channels so that we can increase the number of service users and donors.
- Prepare and implement organic and paid digital marketing campaigns and activities to drive higher reach and engagement amongst our audiences.
- Be a brand ambassador, maintain and grow Back Up's brand as a fun, compelling, charity driven by people affected by spinal cord injury.

Key Responsibilities:

Digital Marketing

- Develop and strengthen our digital marketing channels so that we can better understand our audiences and effectively engage with them through our content.
- Grow Back Up's digital presence to enable us to reach everyone affected by spinal cord injury, specifically increasing the number of registrations of newly injured people to Back Up's services and driving online donations.
- Work closely with the Digital Assets Coordinator to create a marketing plan for our suite of digital assets (these include a chat-bot, online 'guides', the Back Up Zoom Lounge, (and Youth Lounge) and our new Wheelchair Skills App (smartphone application). Helping us to improve and optimise our digital channels whilst creating a smooth user experience.
- Increasing Back Up's online visibility through effective SEO, as well as increasing relevant traffic to the website by effectively capturing interest and directing traffic to relevant, engaging, web pages.
- Create reporting templates for campaigns and share basic analysis with the comms and marketing team and with internal stakeholders. Using the insights from the data to make recommendations and identify opportunities to inform future campaigns.
- Work with the Communications Coordinator to test, learn and report on different types of content across our digital channels so that we can improve the user experience and optimise conversions across all channels.

- Manage paid activity across our social media channels and jointly manage updating website content with the Communications Coordinator.

Website, Google Analytics, and Google Ads

- Use Google Analytics insights and other sources of data to support the team in optimising both the website structure and content.
- Manage our Google Ads grant to ensure we are maximising the ROI, with support from the Head of Communications and Marketing.
- Work with the Communications Coordinator to maintain high standards across the website, ensuring the content is kept up to date, is consistent, and follows brand guidelines and principles.
- Support the Head of Communications and Marketing by providing regular reports and analysis of key website metrics and KPIs.

Social Media and Email marketing

- Support the Communications and Marketing team to create content and help think of ways to generate more user-led content across our social media platforms.
- Develop paid social media content and campaigns targeted at new users and engaging existing users.
- Proactively recommend improvements and identify opportunities across our social media channels.
- Support the Communications and Marketing Manager and Communications Coordinator to increase the number of subscribers on our database.
- Support the team to optimise our email marketing channel through a data-driven approach which improves the user experience.

PERSON SPECIFICATION:

Essential requirements

- Exceptional digital marketing experience, across a variety of channels including social media channels (Instagram, Facebook, X, LinkedIn, YouTube), PPC, Content marketing, Display, SEO and Email, with a strong track record of achieving tangible results.
- Proactive, self-starter who has the ability to manage own workload and work well in a small busy team, being flexible in their approach.
- A strong creative and innovative approach to all areas of work, with ideas on how to engage target audiences and drive actions through communications.
- Excellent organisation and prioritisation skills. Able to manage conflicting deadlines and priorities and work under pressure.
- Driven by outcomes, you will have a track record of meeting and exceeding digital marketing and communications targets.
- Highly analytical and results focused, with ability to utilise reporting, tests and insight to drive performance efficiencies.
- Experience of building or maintaining a brand in-line with a charity or organisation's values and vision to meet objectives.
- Strong communication skills (written and verbal).
- Team player, collaborative and supportive both internally and externally.
- Commitment to quality.
- Willing and able to work occasional evenings and weekends and travel.

Skills and Abilities

- Adept at using a range of digital marketing channels (social, website, google ads grants) and a deep understanding of how best to deliver content to our many audiences.
- Innovative approach to digital and content marketing.
- Excellent communication skills, and ability to translate complex information to internal stakeholders.
- Excellent planning and organisation skills.
- Ability to problem solve using digital solutions.
- Ability to data and analytics to inform our marketing and communications plans.
- Willingness to keep up to date with digital trends and best practice.

Experience

- Demonstrated experience in digital marketing channel management, including paid social media, and familiarity of using email marketing software.
- Demonstrated experience of Google Ads management and Google Analytics.
- Experience in SEO management.
- Demonstrated experience in digital marketing and fundraising initiatives.
- Experience of managing a busy workload with competing demands.
- Familiarity with website management (WordPress or similar).
- Personal experience of spinal cord injuries and the issues surrounding them (desirable).
- Working in the health or disability charity sector (desirable)



Our Values

We embrace challenge

Challenge is central to our learning and growth; it helps us gain knowledge and skills. By finding ways to overcome challenge and move forward we gain a sense of achievement, supporting us to realise our full potential.

We have fun

We believe that having fun allows us to connect with others whilst opening up opportunities to develop, achieve and get the most out of life, showing that there is a positive future after spinal cord injury.

We build inclusive communities

We achieve more for people affected by spinal cord injury when we work together. We are collaborative and inclusive in our approach. We embrace diversity, working with, and supporting individuals, groups, and the wider spinal cord injury community.

We are ambitious for each other

We are driven by the needs of people with a spinal cord injury and their families. We are passionate, striving to be the best. We set high standards, and we work hard to reach them. We are proactive, push boundaries, try new approaches and we learn quickly. We recognise that failure doesn't have to equal loss, rather an opportunity for growth. We listen to what people affected by spinal cord injury want and we seek innovative responses based on their feedback.

SUMMARY TERMS AND CONDITIONS:

Pay

- This is a full-time contract, £24,500 - £28,750 per annum dependent on experience (inc. 5% London Allowance)

Hours of work

- Your normal hours of work will be between 9am and 5pm, a total of 35 hours per week over five days. Some flexibility of working hours may be required in accordance with the needs of the charity.
- There is flexibility around working location either home-working or office based (Wandsworth). Home workers will be asked to work from the office at least one day per week.
- Some flexibility in working hours may be negotiated to enable a better work/life balance or meet particular needs as required.

Probation

There will be a six-month probation period.

Notice Period

One calendar month on either side, after a satisfactory six-month probationary period. During probation, notice will be one week either side.

Disabled access

- The office is fully wheelchair accessible, including toilet.

Staff Benefits

Holiday

You are entitled to 22 days (prorate) paid holiday per year plus bank and public holidays. This increases by one day per year up to a maximum of 25 days (pro rata).

Additionally, the office is closed between the Christmas and the New Year period giving an additional 3 days.

Pension

Back Up has a designated stakeholder pension scheme that staff can join, with a staff contribution of 5% salary, Back Up will contribute 3% into this scheme.

Back up's contribution will increase by a 1% for every 2 years of service (cap at 6%).

- Generous sickness pay provision.
- Access to financial advisor – annual initial exploratory meeting with an independent FSA.
- Season ticket loan: an interest free loan for the purchase of a season ticket.
- Ride to work scheme.
- Compassionate leave.
- Study and sabbatical leave.
- “My day” – 17.5 (pro rata) hours per year to conduct voluntary work.
- Life Assurance – three times annual salary.