

Digital Engagement Executive

Job Level	Level 3	Job Reference No:	
		Role review date:	
Directorate	Marketing & Fundraising	Function	Digital Engagement
Service	Marketing & Mass Fundraising	Reports to:	Senior Digital Engagement Planning & Strategy Manager

Scale and scope of role

Direct reports	-	Indirect reports	-
Budget responsibility/ accountability	N/A	Accountable for other resources	N/A

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

This role sits in our newly created integrated marketing and fundraising directorate. The vision for the combined directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of BRC's activities from fundraising to social enterprise, volunteering, and operations. We will work together towards a single set of shared goals that enable us to prioritise and maximise opportunities and deliver annual net income growth of £30m p.a. by 2030 and increase the impact of all our marketing.

This role is a specialist role within the Digital Engagement team. This role is responsible for the delivery of different digital engagement activities the Digital Engagement Hub is responsible for. In particular the role supports the Senior Digital Engagement Planning & Strategy Manager with the coordination of the digital campaigns calendar, managing the day-to-day tasks, and with the delivery of the digital upskilling program. The role is also responsible for delivering a Lunch & Learn and Upskilling program for the Digital Hub and for maintaining the Team Sharepoint and Newsletter.

Key responsibilities

Digital Campaigns Calendar

- Support the Senior Digital Engagement Planning & Strategy Manager with the day to day management of the digital campaigns calendar, ensuring it's always updated and accessible to internal and external stakeholders
- Responsible for managing the briefing process for digital campaigns, ensuring campaigns have a clear and detailed brief that set ambitions and targets and list all the required activities
- Represent the main point of contact for marketing and fundraising teams for updates on digital campaigns calendar and ensure digital leads and specialists have visibility of tasks and timeline
- Liaise with the media agency to coordinate visibility of digital campaigns run in house and by the media agency
- Support the Senior Digital Engagement Planning & Strategy Manager with the development of digital marketing plans, ensuring plans are developed on time and in an accessible format

Digital Upskilling & Skill-sharing

- Support the Senior Digital Engagement Planning & Strategy Manager with the day-to-day development and implementations of the digital upskilling program, ensuring an efficient roll-out and managing internal and external stakeholders
- Coordinate the external supplier and the digital experts with the development of program modules ensuring engaging and accessible contents

- Responsible for the internal communication about the digital upskilling program and support with identifying colleagues to be enrolled and with conducting skills assessment
- Responsible for developing and implementing skill-sharing opportunities within the Digital Engagement Hub and between it and marketing and fundraising teams through initiatives like Lunch&Learn and Skill-shares

Other Responsibilities

- Responsible for all the administrative tasks of the Digital Engagement Hub such as POs, contracts, invoices and journaling
- Responsible for developing and sending the Team Newsletter on a regular base, ensuring engaging content are developed in collaboration with digital leads and specialist
- Responsible for maintaining and improving the Team Sharepoint ensuring resources are always updates and accessible to internal stakeholders

Emergency fundraising

- In the event of an emergency, develop and implement activity to support the appeal to maximise emergency income across a range of media at very short notice.
- Support the delivery of Disasters Emergency Committee appeals.

Risk management and adherence to standards

- Ensure all activity is compliant with relevant legislation, regulation, codes of conduct, best practice and British Red Cross policies and procedures.

Team Member

- Actively participates in all team meetings.
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

<ul style="list-style-type: none"> • Experience in project managing complex digital projects and coordinate digital activities • Experience in running digital skillsharing and learning/upskilling program • Experience in managing digital providers such as agencies <ul style="list-style-type: none"> • Strong experience in cross-channel communications planning, and campaign planning, execution, and optimisation • Strong experience in creative development including alignment to brand guidelines, tone of voice, and adaptation of assets to audience • Strong experience of using data, insight, measurement, and testing to optimise performance • Strong experience managing internal and external supplier relationships <p>Desirable</p> <ul style="list-style-type: none"> • Experience with project managing multiple projects in a large and complex environment • Experience in directly setting and running digital marketing campaigns 	S	I	
Additional requirements			
<p>Essential</p> <ul style="list-style-type: none"> - Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. 			
Values in Action			
<p>Dynamic - We move forward as one team.</p> <ul style="list-style-type: none"> - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 			

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.