

## Senior Digital Engagement Planning & Strategy Manager

<b>Job Level</b>	Level 5	<b>Job Reference No:</b>	
<b>Role review date:</b>			
<b>Directorate</b>	Marketing & Fundraising	<b>Function</b>	Digital Engagement
<b>Service</b>	Marketing & Mass Fundraising	<b>Reports to:</b>	Head of Digital Engagement

### Scale and scope of role

<b>Direct reports</b>	Up to 3	<b>Indirect reports</b>	-
<b>Budget responsibility/accountability</b>	N/A	<b>Accountable for other resources</b>	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. It is responsible for the development of digital marketing plan and strategies for all BRC digital campaigns, bringing together all the functions of the digital ecosystem and working closely with other teams across the Directorate. It is also responsible for the coordination of BRC digital campaigns calendar, in collaboration with our new Strategy & Portfolio Planning Team and for the development of our digital marketing upskilling program to increase digital literacy across the Directorate.

## Key responsibilities

### Cross-organisational collaboration

- Work alongside strategy & portfolio planning team and peers in contributing to the development and delivery of a top level strategic plan and communications plan.
- Role model the spirit of collaboration and build constructive, mutually beneficial relationships with relevant teams in and out of the M&F directorate in co-developing outcome-based marketing activities.
- Be a champion of the customer, using user research, testing, insight and analysis to embed understanding of audience needs into everything we do.
- Have a test and learn mentality ensuring honesty and openness in mistakes but also ensuring that learnings are embedded in future planning and delivery.

### Campaign planning and delivery

- Work alongside peers in defining the marketing activities required to make the shared strategic plan and communications plan a reality.
- Ensure all campaigns and activities are strategically led, ensuring excellent priority audience understanding is embedded in all campaign development.
- Ensure all campaign metrics and performance ladders up to our shared measurement framework.
- Ensure learnings are built into onward campaign planning and delivery through accurate reporting.
- Act as a mentor to team members at all levels regarding your specialism.

### Digital Campaigns Plan & Strategy

- Responsible for developing holistic digital marketing plan and strategies for all digital campaigns, bringing together all the functions of the digital ecosystem and ensuring a digital smart approach.
- Work closely with all the digital leads and FR&Marketing Managers to set objectives and KPIs for digital campaigns, ensuring digital campaigns have ambitious targets that maximise online opportunities.
- Work closely with the Portfolio Planning team and relevant stakeholders to help develop and adapt campaign propositions for all stages of the digital conversion funnel.
- Responsible for monitoring overall digital engagement performances and elaborate data to inform future decisions to maximise online income and engagement opportunities at portfolio level.

- Coordinate BRC digital campaigns calendar working closely with the Strategy & Portfolio Planning team to ensure digital campaigns are planned efficiently and on time, guarantying strategic oversight and approach and prioritizing based on an audience approach and digital insights.
- Responsible for the digital campaigns planning process review, in collaboration with media agencies and internal stakeholders and for the ongoing review and consolidation.

### **Capability mapping and skills development**

- Responsible for mapping and assessing the existing digital capability across the marketing and FR teams, identifying gaps and opportunities.
- Responsible for developing in collaboration with the FR Learning and Development team a solid and robust digital upskilling program to increase BRC digital capability and literacy across the Directorate, coordinating in-house trainings and modules delivered by external providers.
- Responsible for conducting assessment and monitoring progress, developing frameworks and tools.

### **Digital Strategy & Horizon Scanning**

- Support the Head of Digital Engagement with the development of ambitious and solid business case for digital investments and digital engagement KPIs, contributing to scenarios' planning, yearly forecast and attribution model, working closely with the BI&A team.
- Support the Head of Digital Engagement with the development and implementation of a digital engagement vision and strategy that embeds a digital smart approach in Marketing & FR Strategy and translates in a detailed digital engagement strategic framework.
- Responsible for digital marketing innovation and horizon scanning of new digital marketing trends and features, in collaboration with other digital leads.
- Work closely with the Information Governance team and other internal and external stakeholders to develop and review documentations for use of digital data (such as LIAs, DPAs, cookie policy, online consent) ensuring compliance with GDPR legislation and ICO guidance on direct marketing.

### **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.

### **Leadership Behaviours**

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities
- Empowers others based on their skills and expertise.
- Dynamic, inclusive, compassionate and courageous.

### **Team Leader**

- All team members understand their responsibilities and objectives.

- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

### 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.

### Person Specification

<b>Requirements</b>			Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
<b>Knowledge and Skills</b>			<b>S</b>	<b>I</b>	<b>A</b>
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Broad understanding of digital marketing ecosystem and ability to develop digital strategies for public engagement campaigns</li> <li>• Track-record of delivering digital marketing/fundraising projects and public facing campaigns with particular focus on online income generation</li> <li>• Ability to create and maintain project plans, issuing reports and status updates at the right times and in the right format</li> <li>• Understanding of digital and fundraising KPIs and ability to set them for digital campaigns and activities</li> <li>• Knowledge of digital metrics and Google Analytics and ability to translate information in compelling narrative for internal stakeholders.</li> <li>• Strong decision-making and problem-solving skills</li> <li>• Strong collaboration and communication skills including the ability to tell compelling stories and influence decision makers</li> <li>• Knowledge of core marketing and fundraising approaches</li> </ul>	S	I			

<ul style="list-style-type: none"> <li>Understanding of the different marketing acquisition and retention channels and methodologies (including direct and digital marketing)</li> <li>Knowledge of audience insight, testing and segmentation methodologies and techniques</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>Broad understanding of digital marketing channels, in particular which channels work for which activities</li> <li>Broad understanding of online experience techniques and principles, including CRO and UX</li> <li>Broad understanding of digital paid, earned and owned media and how they interact in the digital ecosystem</li> <li>Excellent project management skills, evidenced through experience in account management roles or project management qualifications</li> <li>Understanding on how data legislation, (GDPR) impacts online marketing and retargeting</li> <li>Working knowledge of the humanitarian sector</li> <li>An understanding of the application of technology to delivering great audience led approaches (eg. CRM, digital platforms and tools)</li> <li>Knowledge of the key charity and fundraising sector regulations and compliance requirements</li> </ul>	S	I	
<p><b>Experience</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Strong experience in developing digital marketing plans and strategies for digital smart campaigns and activities (I)</li> <li>Strong experience across a range of digital marketing channels and techniques (I)</li> <li>Experience in upskilling or training colleagues in digital marketing (S)</li> <li>Strong experience in cross-channel communications planning, and campaign planning, execution, and optimisation (S)</li> <li>Strong experience in creative development including alignment to brand guidelines, tone of voice, and adaptation of assets to audience (A)</li> <li>Strong experience of using data, insight, measurement, and testing to optimise performance (A)</li> <li>Strong experience managing internal and external supplier relationships (I)</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>Experience with project managing multiple projects in a large and complex environment</li> <li>Experience in directly setting and running digital marketing campaigns</li> </ul>	S	I	A

<b>Additional requirements</b>			
<b>Essential</b>			
<ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>			
<b>Values in Action</b>			
<p><b>Dynamic</b> - We move forward as one team.</p> <ul style="list-style-type: none"> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <p><b>Compassionate</b> - We stand for kindness.</p> <ul style="list-style-type: none"> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <p><b>Inclusive</b> - We are open to all.</p> <ul style="list-style-type: none"> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b> - We are bold.</p> <ul style="list-style-type: none"> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>			

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.