

Job Title:	Digital Marketing Lead
Department:	Income Generation
Location:	London, UK
Reports to:	Head of Fundraising & Marketing
Line Management responsibility:	N/A
Budgetary Responsibility:	N/A
Child safeguarding level:	<p>We are committed to the safeguarding and protection of children and vulnerable people in our work. We will do everything possible to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us.</p> <p>Therefore, this post is subject to a range of vetting checks including a criminal records disclosure, DBS, or in the event that the employee is not a UK resident, a check to its equivalent in the current residing country will be required.</p>
<p>Job Purpose:</p> <p>The Digital Marketing Lead is responsible for helping develop and implement Muslim Aid’s digital marketing strategy, operational plans, digital campaign activities and website management. The role manages and serves as the main contact for Muslim Aid’s Digital Marketing and online suppliers and has day-to-day management of digital marketing operations budget.</p> <p>The role will work within the Income Generation Team and support the other FR functions including volunteer fundraising, philanthropy and international programmes teams to maximise online impact.</p>	
<p>Key Accountabilities:</p> <p>Online digital marketing</p> <ol style="list-style-type: none"> 1. Develop and execute Muslim Aid’s Digital Marketing Strategy. 2. Plan and implement (with partners) integrated Search, Display and Video campaigns on platforms. 3. Devise digital media plans for Muslim Aid campaigns, including display and video campaigns. 4. Responsible for improving the usability, design, user journey and conversion of Muslim Aids website, in conjunction with Muslim Aid’s web development agency. 5. Analyse and report from Google Analytics and other relevant tools to optimise marketing campaigns. 6. Give briefs and supervise assignments involving digital agencies. 7. Devise and implement yearly Email Marketing plans. <p>Cross-team working</p> <ol style="list-style-type: none"> 8. Work with the Income Generation Team to deliver integrated campaigns and ensure MA’s key campaigns are reflected in our digital and Marketing channels. 9. Work with the Supporter Services team to understand and use our data. 10. Building effective inter-departmental working relationship with International Programmes Department. <p>Co-ordinate organic Social media schedule</p> <ol style="list-style-type: none"> 11. Co-ordinate the creation of social media plan and execute social media schedule (i.e. tweeting sharing, linking, increasing social reach). 	

12. Work within Hootsuite. Moz, FollowerWonk and other social tools.

Support and management of Digital Projects

13. Project Manage and provide digital marketing expertise on cross organisational projects as required.

General responsibilities

- 14. To ensure all records are maintained and stored appropriately in line with MA document management and IT policies.
- 15. To comply with all policies, procedures, legal and regulatory requirements.
- 16. Keep professional knowledge and expertise up to date.
- 17. Any other duties commensurate with the accountabilities of the post.

Person Specification		
	Essential / Desirable	Assessment Stage
Qualifications:		
Degree in Marketing	Desirable	Application
Experience & knowledge:		
Proven experience in working in digital marketing roles	Essential	Application and Interview
Proven experience of implementing direct or digital marketing/fundraising campaigns geared towards British Muslim Communities	Desirable	Application and Interview
Experience in executing successful social media campaigns	Essential	Application and Interview
Strong understanding of the major technology-driven changes and trends affecting the online media and advertising industries	Essential	Application and Interview
Sound knowledge of the digital media buying ecosystem (CPC, CPA, CPM, ROI, LTV)	Essential	Application and Interview
Strong understanding and experience of performance advertising (Search, Display and Video)	Essential	Application and Interview
Good understanding of KPIS and digital metrics	Essential	Application and Interview
Have demonstrable understanding of Email Marketing, SEO, CMS & CRM	Essential	Application and Interview
Updated on new technologies and the latest trends in digital marketing	Essential	Application and Interview
Skills and Abilities		
Creative and innovative, with a real passion for digital marketing	Essential	Interview
Ability to adapt and be flexible in ever-changing environments	Essential	Interview
Able to absorb and critically evaluate a large amount of information and data in order to understand donor behavior	Essential	Interview
Highly organised, with an ability to multitask and self-manage, and work effectively in a team while dealing with a busy workload	Essential	Interview
Excellent written and verbal communication skills	Essential	Application and Interview
Ability to build relationships, trust, and disseminate the right information resonates and build credibility	Essential	Interview
Ability to work with discretion and professionalism in high pressure and diverse teams.	Essential	Interview
Results focused – ability to plan, co-ordinate and deliver objectives and targets with a positive drive to achieve results	Essential	Application and Interview
Negotiating and influencing, both internally and externally	Essential	Application and Interview
Strong independent judgement in managing external organisations and internal contacts	Essential	Application and Interview
Understanding of Islam and the significance of charitable giving	Desirable	Application and Interview

You will display the competencies below :	
Competencies	Definition
Team working	Co-operates with and respect colleagues to exceed up and beyond individual efforts
Communication	The ability to listen, express and communicate information effectively
Performance Management	Delivery of organisation objectives through effective setting of SMART personal goals and team goals
Results Focused	Getting the job done in an efficient way through effective time, task and financial management
Leadership	Inspiring, supporting and developing others to achieve outstanding levels of performance
Innovation & Continuous Improvement	Constantly seeking to improve the way business is done through analysis, creativity, problem solving and change initiatives

Please signify your acceptance of this job description by signing below and returning a copy to HR					
Employee signature:		Employee Name:		Date:	
Line Manager signature:		Line Manager Name:		Date:	

