



JOB TITLE	Digital Marketing Specialist (Retention)
TEAM	Communications and Engagement Team
DEPARTMENT	Supporter Campaigning and Communications
REPORTS TO	Senior Digital Marketing Specialist (Retention)
RESPONSIBLE FOR	Volunteers
SCALE	4
HOURS PER WEEK	35

PURPOSE OF THE TEAM

The Communications Team leads the strategic thinking around communications at all levels of the organisation. A multi-discipline team it sets and delivers the organisation's vision for digital engagement, audio-visual, communications strategy, design, brand and publishing. Focused on audience centred experiences, it is responsible for delivering against the organisation's strategic engagement targets and enabling other teams to do so too.

The Digital Engagement Team is responsible for digital campaigning, fundraising and communications across all digital channels for Amnesty International in the UK, including wholly owned websites, social media, email and SMS.

PURPOSE OF THE JOB

The Digital Marketing Specialist works with the Senior Digital Marketing Specialist in delivering our non-financial supporter retention programme, and supports retention of financial supporters, with a focus on email marketing. Using their experience and knowledge of email marketing, this role works with the Senior Digital Marketing Specialist to develop engaging and accessible ideas, initiatives and journeys to deliver communications that help attract, inspire and maintain relationships with supporters and in turn achieve Amnesty International UK's strategy objective to grow. Working with colleagues in the fundraising department this role also ensures our financial supporters receive personalised, relevant and engaging communications.

MAIN TASKS

1.0 Strategy

- 1.1 Deliver email communications in line with the email strategy designed to deepen engagement with Amnesty International UK

- 1.2 Deliver cross-channel retention strategy for non-financial supporters ensuring the organisation maximises the potential of available tools and platforms
- 1.3 In line with the email strategy, design and deliver supporter-focused email journeys for non-financial supporters that encourage ongoing support
- 1.4 In line with the email strategy, design and deliver supporter-focused email journeys for financial and non-financial supporters that encourage financial support and to work with colleagues in the Fundraising department to develop optimised email journeys that support their activity
- 1.5 Deliver digital communications expertise and advice on the outbound SMS network programme, including messaging, supporter journeys and segmentation
- 1.6 Deliver outputs to continually retain, test and gain insights from segments defined in the communication strategy

2.0 Operational Management

- 2.1 Implement the email strategy – reporting on progress to the Senior Digital Marketing Specialist and Digital Engagement Manager
- 2.2 Lead on relationships with key service providers, ensuring regular review and reports on performance against strategic aims and KPIs
- 2.3 Design and oversee a programme of training for internal stakeholders to ensure they are confident in using our Email Service Provider
- 2.4 Provide internal consultancy to Digital Engagement, Fundraising and Data & Insight Teams to optimise email and SMS journeys for supporter retention in order to achieve the organisations strategic goals
- 2.5 Work with the team to develop and achieve team objectives and plans

3.0 Resource Management

- 3.1 Lead on relationships with key external suppliers and agencies where appropriate, including briefing work and monitoring performance and costs
- 3.2 Reporting of external suppliers and agencies, including briefing work and monitoring costs, where appropriate
- 3.3 Keep up-to-date with the latest industry standards, best practice and trends in digital marketing, and communications

4.0 Other

- 4.1 Take responsibility for their own health, safety and welfare, comply with Amnesty International UK's health and safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public
- 4.2 Deliver all aspects of this job description in accordance with Amnesty International UK's equality and diversity policy
- 4.3 Undertake any relevant duties or projects delegated by line management which are in line with the overall responsibilities of the post

PERSON SPECIFICATION

ESSENTIAL	CRITERIA
Experience	Demonstrable experience of creating email and SMS experiences which have positively impacted retention and reactivation.
	Demonstrable experience working with an enterprise level Email Service Provider to deliver supporter experiences based on advanced automation, segmentation, personalisation and optimisation tools.
	Understanding of email and cross-channel marketing technologies and how they can be applied to benefit the retention of supporters/customers.
	Demonstrable experience of creating cross channel supporter/customer experience strategies to deliver personalised, engaging and responsive journeys.
	Evidence of identifying gaps and opportunities within a supporter experience and identifying innovative digital solutions to generate significant impact to engagement and/or income.
	Significant demonstrable experience of leading on data insight briefs to build complex audience profiles in-line with a wider communication strategy.
	Experience working with, or for, digital marketing agencies.
Skills and Knowledge	Ability to lead on digital solutions for multiple supporter/customer segments.
	Significant knowledge of industry standards, best practice and trends in digital marketing.
	Knowledge of key deliverability tactics and principles to ensure we maintain and improve our deliverability rate across sends and audiences.
	Highly developed copywriting and content editing skills.
	Excellent analytics skills and ability to report and evaluate on effectiveness of digital marketing campaigns.
	Ability to create engaging graphics and animations for use in email communications.

	Ability to be flexible, manage conflicting priorities and meet deadlines.
Amnesty's aims and objectives	Understanding of, and commitment to, the aims and objectives of Amnesty International.
Equal Opportunities	Understanding of, and commitment, to Equality and Diversity.

DESIRABLE	CRITERIA
Experience	Evidence of identifying gaps and opportunities within a supporter experience and developing innovative digital solutions that generate significant impact to engagement and/or income.
	Experience of developing data insight briefs to build profiles of target audiences.
Knowledge and Skills	Understanding of current and international affairs.
	Knowledge or experience of the campaigning sector having created successful campaigns or communications.
	Knowledge or experience of key fundraising principles.