



JOB TITLE	Senior Digital Marketing Specialist (Retention)
TEAM	Communications and Engagement Team
DEPARTMENT	Supporter Campaigning and Communications
REPORTS TO	Digital Engagement Manager
RESPONSIBLE FOR	Digital Marketing Specialist (Retention), Volunteers
SCALE	D
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 Senior Digital Engagement Specialist (Retention) is responsible for the creation and successful implementation of the organisation's email and SMS strategy. With strategic oversight of our digital supporter experience programme this role is responsible for ensuring our supporters feel valued, informed and empowered. Working with colleagues in the fundraising department this role also ensures our financial supporters and potential financial supporters receive personalised, relevant and engaging experiences.

MAIN TASKS

1.0 Strategy

- 1.1 Manage the implementation of an email strategy designed to deepen engagement with Amnesty International UK
- 1.2 Devise and develop a cross-channel retention strategy for non-financial supporters
- 1.3 Responsible for the retention of non-financial supporters and work with colleagues in the Fundraising department to ensure the retention of financial supporters

- 1.4 Responsible for designing and delivering email journeys that meet the strategic goal to increase supporter engagement
- 1.5 Responsible for approving and designing supporter-focused email journeys – including for those newly acquired – that encourage ongoing support in line with the retention strategy
- 1.6 Responsible for oversight of financial asks to non-financial supporters through our email programme, ensuring they adhere to the email strategy; and to work with colleagues in the Fundraising department to develop optimised email journeys that support their activity
- 1.7 Responsible for providing digital communications expertise and advice on the outbound SMS network programme, including messaging, supporter journeys and segmentation
- 1.8 Deliver outputs to continually retain, test and gain insights from segments defined in the communication strategy
- 1.9 Work closely with the Communication Planner to apply supporter insights to optimise digital supporter experiences

2.0 Operational Management

- 2.1 Implement the email strategy – reporting on progress to the Head of Communications and Engagement, the Director of Supporter Campaigning and Communications and any other management or governance body as required
- 2.2 Manage the contract with the Email Service Provider, ensuring regular reviews 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 at using our Email Service Provider
- 2.3 Provide internal consultancy to Digital Engagement, Fundraising, and Data Analysis and Insight Teams to optimise email and SMS journeys for supporter retention in order to achieve the organisations strategic goals
- 2.4 Work with the team to develop and achieve team objectives and plans

3.0 Resource Management

- 3.1 Line manage the Digital Marketing Specialist including regular supervision, setting objectives and overseeing development and training
- 3.2 Management of external suppliers and agencies, including briefing work and monitoring costs, where appropriate.
- 3.1 Keep up-to-date with the latest industry standards, best practice and trends in digital marketing, and communications this effectively

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
	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
	A proven track record of leading and influencing multiple project teams to deliver a supporter centric approach to drive retention with demonstrable change in culture and ways of working
	Substantial experience of creating cross channel supporter 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
	Significant demonstrable experience managing external agencies and suppliers
Skills and Knowledge	Ability to lead on digital solutions for multiple supporter segments
	Significant knowledge and understanding of legal regulations around e-comms and ensuring all activity is delivered in compliance with current regulations
	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

	Experience of line management
	Ability to provide consultancy and communicate digital marketing plans for a wide range of stakeholders
	Excellent analytics skills and ability to produce compelling reporting and evaluation on effectiveness of digital communications and campaigns
	Image editing skills and ability to create engaging graphics and animations to enhance email communication
	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
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