

Job Title

Team

Reports To

Grade

Weekly Hours

Team

Senior Digital Marketing Specialist (Acquisition)

5

35 (Flexibility Considered)



Amnesty International UK (AIUK)

Our aim is simple: an end to human rights abuses. Independent, international, and influential, we campaign for justice, fairness, freedom and truth wherever they are denied. Already our network of over seven million people is making a difference in almost every country in the world.

Whether we are applying pressure through powerful research or direct lobbying, mass demonstrations or online campaigning, we are all inspired by hope for a better world. One where human rights are enjoyed by all.

The Digital Engagement Team

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.

Senior Digital Marketing Specialist overview

An expert in their field, the Senior Digital Marketing Specialist has responsibility for managing and driving the digital acquisition strategy for non-financial supporters across all our owned, earned and paid channels. Through line managing the Digital Marketing Specialist they have oversight of the retention strategy, ensuring supporter journeys are tailored and appropriate –maximizing audience engagement. They ensure we deliver communications that help attract, inspire and maintain relationships with supporters and in turn achieve Amnesty UK's Strategic Objective to grow. The Senior Digital Marketing Specialist leads on the design, implementation and evaluation of digital marketing campaigns across SEO/PPC and paid social, working with the Digital Marketing Specialist on email and SMS. They will use their specialist knowledge to embed the use of tools including programmatic advertising and other display, retargeting, content marketing and others as tactically relevant.

The Senior Digital Marketing Specialist will

The big picture

- Work with the Digital Engagement Manager to develop a digital marketing strategy to grow the number of non-financial supporters ensuring the organisation maximises the potential of tools including PPC, SEO, digital display advertising, including programmatic marketing, retargeting and paid social.
- Oversee and implement of the Digital and Acquisition strategies – ensuring best practice is followed and opportunities are maximised.
- Provide expert guidance and lead on the delivery of the marketing strategy, including by working closely with fundraising colleagues to select an appropriate media agency or alternative.

The day to day

- Develop new and innovative products and methods of attracting new supporters to connect with Amnesty across digital platforms.
- Develop an evergreen content strategy and commission content to ensure our marketing activity remains relevant, optimised and effective.
- Manage relationships with agencies and software suppliers supporting Amnesty's digital marketing work liaising with them and internal teams to ensure coordination and ensure appropriate delivery and support.

Other

- Support
- Manage key relationships with the Database Marketing Team to ensure all marketing activity is driven by data insights, and that we adopt a test and learn approach.
- Work closely with communications team colleagues to ensure the delivery of coherent digital campaigns that are on brand and with a consistency of measurement.

Managing the AIUK way

- Provide line management support and direction to the Digital Marketing Specialist.
- Support your team members with regular feedback, check ins, and developmental objectives.
- Create a healthy and positive culture in your team, through role modelling in line with our commitments.

All colleagues

- Contribute positively to the organisations aims of diversity and inclusion.
- Look after the health, safety and welfare of self and all around you.

- Take on other reasonable duties as appropriate in line with your skills, knowledge abilities and experience.

What We're Looking For

AIUK Commitments

Communication

Listen to others and communicate in a respectful, clear, honest and inclusive way. Give constructive feedback and be open to others giving feedback.

Collaboration

Seek to build strong collaborative working relationships. Share expertise where required and encourage others to do the same.

Consideration

Guided by values and strategic priorities, manage time and workload with respect to the time and workload of others. Be fair and consistent in decision making and dealings with others.

Change

Innovate and improve the way things are done. Make time to increase knowledge and skills and support others to do the same.

You already have these skills and knowledge

Experience

Management of digital acquisition and retention marketing campaigns for established NGO, ecommerce or other relevant website.

Experience of managing and monitoring a budget.

Experience of line management.

Experience of PPC/SEO, display and affiliate marketing management including Google Adwords.

Experience of managing relationships with, or working for, a digital agency delivering complex projects.

Demonstrable experience of using data insight to drive activity and improve results.

Knowledge

Expert knowledge and understanding of digital communications and digital marketing, inc programmatic, paid social, email, retargeting, etc.

Understanding of working with CRMs to produce actionable audience insights and segmentation.

Substantial knowledge of industry standards, best practice and trends in digital marketing.

Skills

	<p>Ability to manage conflicting priorities and meet deadlines.</p> <p>Ability to provide consultancy and communicate complex digital marketing plans for a wide range of stakeholders including at a Senior level.</p> <p>Proven ability to influence decisions at a senior level within the organisation.</p> <p>Flexibility, ability to instigate changes and innovate.</p> <p>Ability to assimilate information and to communicate complex facts in a clear and comprehensible way.</p>
You may also have	<p>Experience</p> <p>Experience of digital fundraising.</p> <p>Knowledge</p> <p>Understanding of best practice for digital fundraising. Knowledge or experience of charity work (campaigning, fundraising, education).</p> <p>Skills</p> <p>Ability to use Adobe Suite, Drupal or other similar CMS and basic mark-up skills.</p>