# Senior Digital Marketing Officer

**Why do we need this role?**

The Senior Digital Marketing Officer is a key gatekeeper of Help Musicians and Music Minds Matter’s owned digital platforms. The post holder will drive significant growth in awareness and engagement on our digital platforms, whilst operationalising our digital storytelling and key messages on social media. They increase the reach of the two charities’ brands, campaigns and donor awareness through optimised digital advertising, continuous testing, analysis and development.

The post holder will operationalise strategy and bring to life our key messages through content distribution and the creation of engaging digital adverts. As a primary stakeholder in our social media strategy, they will bring our fundraising messaging to life clearly alongside our brand building work and service marketing. The post holder delivers messages end-to-end on our digital platforms, linking our work on social platforms to the experience on our website and application system.

**Reports to:** Communications and Social Media Manager

**Our Values**

At Help Musicians & Music Minds Matter we:

**Embrace change**; recognising that change leads to opportunity and the potential to seek out better solutions for those we’re here to support

**Are curious**; recognising that insight, understanding and empathy enables us to deliver our best work

**Value difference**; knowing that diversity of thought, team and experience makes our charities stronger

**Come together**; united through our appetite for music we’re committed to working collectively, doing the very best to support those that need our help

**What does success look like?**

* Continued growth in engagement and conversions on our platforms.
* Delivery of consistent key messages and marketing campaign execution.
* Consistent delivery of on-brand social media posts that amplify our key messages and bring us closer to our brand ambition.
* Regular reporting to senior leadership about platform performance and opportunity.
* Increased reach and conversions on digital adverts through continued testing, insight and action.

**Key Objectives:**

1. Build and grow an engaged audience across our digital platforms (social media and website).
2. Create a shared understanding of our audiences on each platform to make recommendations and decisions about content and opportunity.
3. Ensure our key messages and brand sentiments clearly run through our digital channels and are balanced for impact.
4. Work closely with key stakeholders across the charity to source insight and stories that meet our key messages and strategic goals.
5. Regular analysis of our digital engagement data making recommendations to optimise messaging and next steps.
6. Support the Services and Fundraising departments to meet their goals through our digital platforms, working collaboratively to achieve success.

**Main Responsibilities**

1. Create monthly audience engagement and reach reports.
2. To create and deliver engaging (i.e. high quality, clear, persuasive and original) content, working with composite images, gifs, video, infographics.
3. To deliver effective content for web via CMS that supports agreed campaigns and objectives.
4. Regularly review user journeys on our digital platforms to ensure our audiences are being well-served and our communications are optimised (including automations).
5. Editing, proof reading and quality control for the charity’s collateral, website and social media content, ensuring all items obtain sign off to the required levels.
6. Support in the recommendations and execution of content for our platforms, operating within brand guidelines and tone of voice.
7. Implement and make recommendations for our paid social output to maximise ROI within set budgets.
8. Coordinate with internal stakeholders to maximise and prioritise competing messages from across the two charities to create a cohesive and engaging digital presence.
9. Draw on knowledge of emerging trends in digital and social media and apply this knowledge to bring our key messages and campaigns to life.
10. Consistency of message across our social platforms and website.
11. Set up and run PPC/search/social campaigns.

**Person Specification**

**Essential Skills and Experience**

1. Demonstrable understanding of what customers want on digital platforms and ability to reframe messages for different audiences.
2. The ability to analyse data to identify trends and gain insight on which to develop future operational plans.
3. Experience with a range of CMSs.
4. Demonstrable ability to analyse data and turn it into insight and recommendations.
5. Demonstrable ability to optimise digital adverts (Google, Meta, Twitter, LinkedIn, Tiktok and YouTube experience)
6. Excellent written and verbal communication skills including report writing, public speaking and presentations.
7. Experience of working to objectives and meeting KPIs.
8. Tactical understanding of keyword strategy, A/B testing, and campaign configuration.

**Desirable**

1. Proficient in Adobe suite including Premiere Pro, Photoshop, InDesign.
2. Knowledge of legislation, regulation and relevant standards relating to the use of personal data and fundraising (Data Protection Act, Privacy & Electronic Communications Regulations, GDPR, Fundraising Regulator) and how this impacts communications.
3. An understanding of the UK music industry landscape, its networks and opportunities.

**Personal attributes**

* Ability to understand the needs and priorities of stakeholders and the desire to meet their expectations.
* A willingness to ask questions to inform your understanding and decision-making.
* Tendency to set high goals for self and others, focusing on the delivery of targets, quality and deadlines.

**Additional info**

* Hybrid working, with a minimum of 2 days in the London office (WC1X 9JS) and 3 days at home, with flexibility to attend the London office more regularly as the needs of the role dictate

*This job description is a written statement of the essential requirements of the job, with its key accountabilities, and the experience, knowledge, and skills required for effective performance. This is not intended to be an exhaustive account of all aspects of the duties involved.*