**JOB DESCRIPTION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title** | Digital Marketing Manager | **Date of JD** | November 2020 |
| **Department** | DDT  |
| **Reporting to** | Director of DDT  |
| **Scope and Objectives** |
| Drinkaware is a leading charity concerned with reducing harm from alcohol by helping people make better choices about their drinking. We do this by providing impartial, evidence-based information and advice and practical resources; raising awareness of alcohol harms; and working in partnership with others to deliver behaviour change through our tools and interventions. The Trust is funded primarily through voluntary, unrestricted donations from alcohol producers, wholesalers, and on- and off-trade retailers, but acts entirely independently. This is a broad, diverse role with ownership over Drinkaware’s digital marketing plan, taking channel oversight and reporting responsibility. You will work strategically with other teams to ensure we make decisions based on solid data and insights to deliver measurable, impactful campaigns that move us closer to our goal of achieving behaviour change around harmful drinking.  |
| **Specific responsibilities**  |
| * Work with the Senior Leadership Team and with cross-functional teams to devise, implement and optimise Drinkaware’s digital marketing plan.
* Maintain collaborative, productive relationships with external agencies, suppliers and stakeholders, ensuring the development of clear briefs, value for money, compliance and commitment to Drinkaware’s values.
* Working with the Research and Digital teams, ensure user needs, insight and our current understanding of behavioural change underpins and validates our digital marketing activities in respect of our digital products (web, tools, app and campaigns).
* Work with Research and UX to evaluate end-to-end CX across multiple channels and user touch points, optimising landing pages and user funnels.
* Working with the Marketing and Comms team, ensure our digital marketing activities are on-brand and effectively targeted.
* Working with the Business Development and Partnerships team, ensure our commercial products (Drinkaware at Work, e-learning and white-labelled products) are supported by growth strategies.
* Identify opportunities to develop and test new ideas in relation to the content strategy and our nascent supporter strategy.
* Plan, execute, and measure experiments and conversion tests.
* Take ownership of all Drinkaware digital marketing activities, including PPC, Google Ads, Grants Pro, SEO/SEM.
* Lead on Google Analytics and other measurement tools; maintain our performance reporting dashboards (Drinkaware uses DataStudio).
* Ensure that all digital marketing activities are fully compliant and follow best practice, particularly around data protection, marketing consent and vulnerability.
* Build and nurture effective sector (Third/health/digital) and industry partnerships.
 |
| **PERSON SPECIFICATION** |
| **Education/Training*** Bachelor’s degree in Digital Marketing or related field
* Minimum of 5 years’ experience in a digital marketing position
* Solid understanding of HTML, CSS and JavaScript and general digital technologies
* Excellent working knowledge of the charity and digital health marketing landscapes, current best practice, and new applications.
* Highly developed creative, analytical and communication skills
 |
| **Essential Criteria*** Proven experience in digital marketing in a similar role, preferably in the charitable or health sectors.
* Proven experience in the full lifecycle of campaign planning, execution and reporting; preferably in a B2C environment.
* Proven experience with PPC, Google Ads, Grants Pro, social media, SEO/SEM, Google Analytics, keyword research.
* Demonstrable experience of using audience, consumer and data insight and research to drive planning activity.
* Experience of A/B or split testing.
* Demonstrable experience of planning and rolling out integrated digital campaigns across multiple online channels.
* A strong grasp of figures and analytics; you will be advising the wider comms and campaign team on where budget is best allocated.
* Excellent copywriting skills, with a laser-like attention to detail.
* Practical experience of developing KPIs, evaluation and performance reporting; clear reporting of metrics as part of campaign analysis and development.
* Excellent communication skills: successfully communicate issues to cross-functional stakeholders and have a solution-focused approach to problems.
* You can work with uncertainty and are comfortable navigating shifting priorities and requirements; campaign/marketing/product priorities can change quickly.
* You will be super motivated about the capacity for digital engagement to influence and bring about behaviour change.

**Desirable Criteria*** Interested in creating digital health products for the public good.
* Experience of working in the healthcare sector, preferably with data.
* Direct experience of managing Google Ad accounts (paid and Grants Pro) and setting up and optimising Google Ads campaigns.
* Experience of mobile marketing/ASO.
* Working knowledge of ad serving tools.
 |
| **Special features of the role**The Drinkaware team has an Agile working culture; the digital team works in sprint-based work packages which often involve members of other teams (notably Marketing, Comms and Research). The Digital Marketing Manager will play a key role in many of these sprints. |

*The Drinkaware Trust is committed to diversity and inclusion and it is essential that the post holder is committed to make a positive contribution to their promotion and implementation.*