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Job description

**JOB TITLE:**  Digital and Email Marketing Coordinator

**TEAM:** Fundraising and Digital

**GROUP:** Public Fundraising Team

**LOCATION:** **Hybrid** (1-2 daysStratford, London)

**REPORTS TO:** Direct Marketing Manager

**GRADE: Grade 4** (£34,275 - £37,437)

**HOURS:** 35

## The Refugee Council is one of the leading organisations in the UK working with people seeking asylum and refugees. Our operational teams based in various locations in England provide advice and assistance across a wide range of issues, including helping people seeking asylum through the complexities of the asylum system, addressing issues of destitution and assisting refugees and asylum seekers to access key services including housing, welfare benefits, health, education and employment. Our teams work with relevant agencies including the Home Office, Refugee Community Organisations, Local Authorities, Legal Service Providers, Housing Providers, Health Institutions, Job Centre Plus and other mainstream service providers.

## Context and Purpose of the Job

This is a new role and sits in the Fundraising and Digital Directorate. The Fundraising and Digital function is responsible for all the charity’s fundraising, brand, website, social media, emails and lead generation campaigns. This role sits within the Public Fundraising Team, which secures donations from individuals signed up to our newsletters and individuals giving up to £5,000 per year, legators and regular givers.

With the ongoing worldwide refugee crisis, Refugee Council is needed more than ever. Effectively communicating a positive narrative about refugees and the refugee council, alongside raising funds to invest in our services, advocacy and engagement work has never been more important. The organisation is embarking on an exciting new phase with a new ambitious strategy, a new senior leadership team and a much higher external profile. We are ambitious about growing our supporter base over the next five years, from both online and offline givers. We are also growing our campaigns and communications teams to ensure we have the expertise and resource in place to grow our digital reach and story-telling capabilities. This is a critical role that will drive digital retention and acquisition activities and leading on our email marketing efforts. You will support the development and delivery of our digital marketing programme, focusing on both the stewardship of existing supporters and the acquisition of new donors. You will also play a key role in managing our email marketing campaigns, ensuring high-quality, personalised communication that drives income and contributes to an excellent supporter experience.

We are looking for somebody who enjoys working in a dynamic and fast-paced environment and wants to develop their fundraising, and specifically digital fundraising skills to have a major impact on the lives of refugees in the UK.

Main Duties and Responsibilities

1. **Project Management** 
   1. Working with the wider public fundraising team, support the development of plans and activity to manage a portfolio of acquisition, retention and stewardship campaigns including, but not limited to, gathering content, setting up landing pages, creating graphics and assets for digital content, designing ad content, as well as delivering email and social media communications and digital versions of our supporter newsletter.
   2. Provide digital support for each fundraising project from start to finish. Lead on creating segmented and tailored email journeys - source content and create briefs, liaise with suppliers, create and oversee data selections, exports and imports and manage sign off process.
   3. Manage our email welcome journey for e-news sign ups, and support on the development of other supporter journeys for a range of audiences across the team.
   4. Ensure continued communications and strong working relationships with the Direct Marketing Manager and Digital and Comms teams.
   5. Play an active role in coordinating digital communication plans across the organisation, working alongside the Direct Marketing Manager and Comms colleagues to suggest themes and content as well as creating/scheduling content as and when required.
2. **Email marketing**
   1. Day-to-day management of the email marketing programme, including drafting, building and managing campaigns and automations, and managing audiences.
   2. Work with colleagues and draw on existing data to develop insights and understanding about our supporters. Use this information to develop content which is engaging, informative, and meets supporters’ needs.
   3. Provide support to the Public Fundraising team for all email content, and ensuring all content aligns with wider organisational goals and principles.
   4. Champion email marketing best practices across the organisation, providing advice and feedback to improve email engagement and effectiveness.
3. **Data and reporting**
   1. Take the lead on our digital reporting, producing accurate rolling and end-of-campaign reports using a range of data sources such as Google Analytics, the donor database, email platform reporting and paid social analytics to make recommendations for future activity.
   2. Work closely with Data and Insight Officer to ensure smooth integration of Mailchimp with the CRM.
   3. Based on reporting and insights, suggest improvements and design testing plans wherever possible. This will include accurately manipulating data, applying test segments, prompt values, variable text and other additions where needed.
   4. Support the public fundraising team to create digital briefs, ensuring accuracy in order to avoid compliance breaches.
   5. Regularly test online forms for accurate data capturing and payment processing.
   6. Support the Database and Compliance Manager with digital and database integration work.
4. **Budgets and finance**
   1. Manage the timely payment of digital suppliers; adhering to processes and monitoring all spend accurately.
5. **Internal and External Relationships**
   1. Develop collaborative, effective and supportive relationships with staff across the charity in order to develop compelling and accurate fundraising communications.
   2. Communicate regularly and accurately with the wider Public Fundraising team and Public Affairs team to ensure that opportunities are identified and maximised and duplication of work is avoided wherever possible.
   3. Communicate timely and accurately with the Database team to ensure all digital and email marketing and income is coded, recorded, tracked accordingly.
   4. Be a key stakeholder in the project to produce a new website and donation platform for Refugee Council.
6. **Sector knowledge and compliance**
   1. Stay up to date with trends and activity within the sector – including monthly desk research as well as attending seminars and workshops and networking with other fundraisers.
   2. Working closely with the Database and Compliance Manager, ensure to keep up to date with all compliance changes within the sector – including, but not limited to, the ICO and Fundraising Regulator.
7. **Undertake any other duties that are commensurate with the post as requested by the Direct Marketing Manager and the Head of Public Fundraising.**

Additional Information

**Health & Safety**

The post holder is responsible for:

Cooperating with the Refugee Council in delivering all legal responsibilities in respect of your own and your colleagues, volunteers, clients and others health and safety whilst at work.

Becoming familiar with the Refugee Council’s Health & Safety Policy and procedures including evacuation procedures at your workplace.

Carrying out risk assessments of your own work and especially of your own workstation to ensure that you do not expose yourself or others to unnecessary risk.

**Flexibility**

In order to deliver services effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties will, however, fall within the scope of the job, at the appropriate grade. The job description will be subject to periodic review with the post-holder to ensure it accurately reflects the duties of the job.

**Equal Opportunities Statement**

As part of its recruitment policy, the Refugee Council intends to ensure that no prospective or actual employee is discriminated against on the basis of race, sex, nationality, marital status, sexual orientation, employment status, class, disability, age, religious belief or political persuasion, or is disadvantaged by any condition or requirement which is not demonstrably justifiable.

**Working at the Refugee Council**

A commitment to the values of the Refugee Council.

**Flexible Working**

This job is not suitable for job sharing

The role will be a mixture of office/homeworking, with an expectation of minimum 2 days in the office.

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Person Specification

**JOB TITLE:**  Digital and Email Coordinator

# **Experience**

Essential

1. **Fundraising/Direct Marketing -** Experience of working in a fundraising or digital marketing environment.
2. **Email and digital channels** – Demonstrable proficiency in email marketing and experience of all or most of the following – paid or organic digital, social media management, or demonstrable experience creating digital assets, setting up landing pages and digital newsletters.
3. **Website** – Experience of managing backend of a website – from page creation to reporting performance.
4. **Database -** Experience of working with databases – e-marketing, email, donor etc.
5. **Processes -** Experience of identifying opportunities to improve processes, and of designing and implementing new processes and/or improvements to existing processes.

Desirable

1. **E-Commerce –** Experience of working on online finance processing B2C – from setting up, tracking and reporting**.**
2. **Testing -** Experience of designing and delivering test activities to existing supporters or new supporters via digital channels.
3. **Suppliers -** Experience in liaising with external agencies and suppliers.

# **Skills, knowledge and abilities**

# Essential:

1. Solid understanding of the principles of email marketing, ideally within a fundraising context.
2. Strong written and verbal communication skills including good presentation skills and the ability to present information in a clear, effective and persuasive manner.
3. Knowledge of using email service providers such as MailChimp.
4. Strong demonstrable numerical and analytical skills.
5. A highly organised approach to workload management, time management and juggling multiple priorities.
6. Ability to demonstrate quality and attention to detail.
7. Ability work to tight deadlines, under pressure, on own initiative.
8. Solid and demonstrable problem-solving skills, with the ability to use on initiative to explore and identify solutions.
9. Ability to produce own correspondence / reports using Microsoft Word, Excel and PowerPoint.
10. Ability to work flexibly as part of a team.
11. Commitment to the Refugee Council’s values and work.
12. An understanding of and commitment to Equal Opportunities in the workplace and in-service provision.

Desirable

1. Knowledge of and interest in issues affecting refugees and asylum seekers.
2. Knowledge of the Code of Fundraising Practice, and relevant laws relating to fundraising and marketing (DPA, PECR etc.).

**DATE**

Closing date for applications is the X

***We especially welcome applications from candidates from a refugee background***