



Job Description

Job Title:	Digital Marketing Executive
Reports to:	Head of Income & Marketing
Location:	London SE1 / Home
Salary:	Competitive
Contract:	Permanent
Hours:	Full time

Background and purpose

We are the only UK-wide charity and **free** membership organization for everyone affected by a genetic bleeding disorder. We aim to empower people affected by a bleeding disorder to live life to the fullest; offering support, including events and local groups, the latest news and in-depth information resources, and campaigning and advocacy to demand the best possible care, safe and effective treatment, and equitable access for everyone affected by a bleeding disorder.

There are over 4,500 members of the Haemophilia Society, including people and families living with bleeding disorders, as well as healthcare professionals. The charity's supporters help fundraise the costs that are vitally needed to be able to offer membership – and services such as events and printed publications – entirely **free** to all members.

More than 36,000 men, women and children in the UK have a diagnosed bleeding disorder, and this number rises every year.

What we do:

Support each other

We understand each other. We offer advice and support from personal experience. Our growing community is there for each other because we're in it together.

Raise awareness

We rally together because every little thing we do makes a difference and gives hope to people living with a bleeding disorder.

Make a lasting difference

We influence and advocate on what matters to our community. Health and social care policy, access to treatment and much more.

What we offer:

Competitive Salary

Generous Pension Contribution

Agile Working

25 days holiday (pro rata) plus an additional day for each year of service up to 5 years

Well located office very close to Borough Market.



About the role

This role is instrumental in developing, delivering, and regularly managing an integrated digital content and marketing strategy to support fundraising and member services, and to raise general awareness of the Haemophilia Society.

You will be responsible for day-to-day management of THS' website and social media platforms, creating, scheduling, and testing content, and monitoring performance of all digital outputs, with a view to acquire new audiences and increase engagement with existing ones.

This is an exciting time for THS. In November 2021, we launched our new three-year strategy, along with a refreshed brand which better reflects our mission, values, and ambitious plans. We are a small team of passionate, hard-working people with a diverse range of interests and experiences.

Job Purpose: To lead on acquisition and engagement of digital audiences through the development of a compelling digital marketing strategy.

Key Responsibilities:

- Support the Head of Income & Marketing to define and refine a digital content and marketing strategy and deliver it alongside a running audit of existing digital outputs, and implementation of a digital measurement and analytics system.
- Take a lead on the acquisition and engagement of new and existing online audiences, ensuring THS is sending out the right message via the right channel.
- Oversee and manage THS' digital channels and activity on a day-to-day basis, replying to comments, engaging with supporters in compliance with THS's brand guidelines, and identifying opportunities for further engagement.
- Provide an analytical data-driven perspective, monitoring, reporting, and analysing engagement emails, posts and marketing campaigns to make improvements and achieve maximum results.

Activities

Planning

- Work with the Head of Income & Marketing to develop and implement a digital marketing strategy and regularly monitor and optimise performance.
- Work collaboratively with THS' Communications and Head of Income & Marketing on planning and executing day-to-day engagement content across emails, social posts and the THS website.
- Managing the digital communications calendar and ensuring that emails and posts are planned and scheduled based on organisational priorities.
- Plan digital outputs for wider marketing campaigns, such as fundraising events and appeals, and awareness and policy campaigns, presenting detailed media plans and KPIs to key stakeholders.

Creating and Delivery

- Develop acquisition and engagement strategies for website users and social media followers, with a view to increasing interaction with our brand and ultimately converting users into supporters and members.
- With the Communications team, write copy for social media posts, webpages and digital marketing outputs. Source and create assets and images where necessary.
- Produce THS' monthly email newsletters, growing its readership and managing the mailing lists, implementing A/B testing campaigns and dynamic content to better understand and segment the needs and requirements of THS' members.
- Where required, develop, build, and deliver paid-advertising campaigns, identifying target audiences and relevant digital channels, forecasting response, setting goals and KPIs and managing budget over the lifetime of the campaign.

Performance Optimisation and Reporting

- Regularly test digital outputs with a view to continually optimise performance.
- Lead on the analysis, evaluation and sharing of social and digital performance, using this information to inform and improve performance and understanding of THS' online audiences.
- Build a digital measurement and analytics system to regularly report on day-to-day engagement and marketing activities. This could be a bespoke dashboard within Google Data Studio or THS' CRM system.

Governance

- Be the guardian of the brand voice, working with internal and external stakeholders to ensure that brand guidelines and organisational values are adhered to.
- Ensure content creation is compliant with updated accessibility policies.
- Keep up-to-date with digital marketing trends and legislation, and ensure compliance with the Charity Commission, and data protection requirements, including the General Data Protection Directive.

What we are looking for:

- Excellent communication skills with the ability to craft and deliver compelling messages.
- Experience of initiating or running digital marketing campaigns, both paid and organic, across multiple different digital marketing platforms.
- Experience of digital community engagement.
- Experience of monitoring and analysing digital measurements including website usage.
- Excellent organisational and administrative skills, and strong attention to detail.



- Knowledge of Google Ads, Analytics and Tag Manager, Canva, Hootsuite, Mail Chimp and WordPress or other similar digital systems.
- Knowledge of Adobe Creative Cloud programmes desirable but not essential.
- Knowledge of Raiser's Edge, SharePoint, and MS Teams, or similar remote working communication and management systems.
- A commitment to THS's ethos, values, and mission.

The Haemophilia Society is an equal opportunities employer.