Job Description

Summary

Job Title:	Digital Marketing Manager
Reporting to:	Head of Fundraising
Location:	Glasgow
Travelling Requirements:	Occasional Offsite visit
Transportation Requirements:	None
Contracted Hours:	35
Times of work:	Mon-Fri 9-5
Referencing Requirements:	Disclosure Scotland
Registration Requirements:	None

Job Purpose

To develop and implement a digital plan for Capability Scotland's Fundraising Team which supports our fundraising objectives, engages the wider organisation and is in line with our values.

Key Responsibilities

The Digital Marketing Manager will:

- Develop and implement social media plan aimed at involving new audiences online, driving engagement with Capability Scotland's fundraising programme and raising the charity's profile online.
- Manage and deliver an online content plan, including the commissioning, production, and quality control of online content relating to fundraising, including audio, video and written content such as blog posts.
- Manage our fundraising e-communications activity, including the development of an e-newsletter, to ensure these are targeted and meaningful in raising support for our fundraising objectives.
- Develop and enhance our ability to generate fundraised income from our website and from relevant third party donation websites such as Just Giving or Virgin Money Giving.
- Manage and continually evolve the organisation's digital activity across all existing and future platforms ensuring excellent user experience.
- Promote the importance of digital content across the organisation, encouraging colleagues to make the best use of it in their work, including advising and enabling staff to develop engaging content to enhance our digital presence.
- Develop relevant policies and guidance around digital communications to ensure a consistent and professional approach.
- Work closely with the Communications Team and the Retail Team to ensure that the digital communications align with and support Capability Scotland's wider objectives.
- Manage relationships with relevant suppliers, ensuring they provide high-quality service and value for money.

Qualifications
Educated to degree level or equivalent experience

Experience

- Proven experience of implementing a digital communications or marketing plan:
    - delivering the digital plan for an organisation or department
    - managing digital projects to time and budget, including creative, technical, information, content and marketing aspects
    - creating engaging digital experiences across websites, online marketing and social media campaigns.
- Experience of managing digital content production:
    - overseeing digital content – such as text, audio and video – and displaying sound editorial judgement to ensure high-quality products
    - commissioning, writing and editing text, and audio and video content for the web, together with an understanding of how these formats can be most effectively used.
- Proven experience of using social media to enhance the profile and reach of an organisation, and of using digital methods to communicate complex messages.
- Experience of setting and managing budgets and of sourcing, briefing and liaising with external suppliers and freelancers.
- Experience of working with technical systems and of commissioning improvements and changes to these systems.
- Experience of working in a relevant role, i.e. digital, technology or mobile, preferably in the context of a fundraising environment, charity or not for profit organisation.
- Awareness of potential sensitivities around digital communications and working with vulnerable adults and children.

Skills

- Excellent awareness and understanding of current developments in digital communications and social media
- Excellent editorial skills with solid experience in digital content strategy
- Ability to influence and persuade colleagues and stakeholders
- Excellent analytical skills with understanding of how best to implement web analytics to inform on-going improvement to digital content, platforms and channels
- Highly organised, proactive and flexible, with excellent project management skills and a track record of meeting tight deadlines when working in team
- Ability to get to the heart of complex information and express it in concise plain English
- Ability to share technical knowledge with colleagues to enable them to make best use of digital communications such as social media
- An understanding of the different communications functions of a busy organisation and how they interact with digital communications.

Values

- To promote a sense of common purpose through the embodiment of Capability Scotland's Mission, Vision and Values
- To ensure high standards of delivery through the consistent application of recognised standards and established policies, procedures and practices

Behavioural Competencies

Leadership

Definition: Inspires others to achieve personal and organisational goals.

Description: Adapts leadership styles to suit different situations. Gains commitment from team to ensure an effective service is provided. Motivates individuals to achieve personal goals. Earns respect by setting a positive example through own behaviour.

Effective Communication

Definition: Delivers clear and accurate information in the most appropriate way.

Description: Speaks calmly and clearly and is a good listener. Produces effective written communication. Takes information and translates key points and messages effectively. Encourages other to share information and views, using a variety of communication styles.

Description: Uses appropriate language in all situations. Produces concise and effective written communication to deadline. Is able to explain why decisions are made. Leads discussions and influences others.

Personal Effectiveness

Definition: Takes responsibility for own performance in order to achieve best practice and organisational effectiveness.

Description: Adapts working practices to achieve results. Addresses challenging situations and reaches solutions. Responds to feedback as a source of improving own effectiveness. Highly adaptable to organisational change. Takes responsibility for self-development.

Build Constructive Working Relationships

Definition: Works with others in a positive manner to achieve outcomes that support Capability Scotland's Mission.

Description: Fosters good working relationships with others based on trust and respect. Reviews staff working methods to encourage ongoing improvements. Shares knowledge and information with others. Looks at situation from others perspectives.

People Management and Development

Definition: Effectively manages people and encourages the development of others.

Description: Continually improves own and team performance. Encourages talents of the team and supports processes for learning and development.

Recognises and provides support to others when required. Highlights good performance and responds effectively to bad performance.

Respect Diversity and Equality

Definition: Demonstrates an understanding of Diversity and Equality issues affecting Capability Scotland.

Description: Demonstrates through practice a thorough understanding of diversity issues as they affect Capability Scotland and those that using its services. Sets clear standards and leads by example. Values the opinion of others, taking account of their diverse backgrounds. Is respectful and diplomatic at all times when dealing with others. Raises awareness of equality and diversity issues, including ensuring all staff understand what diversity and equality mean.