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# Job Description

**Job title:** Digital Engagement Officer

**Reference:** SUS3270

**Salary:** Grade F: £24,938 per annum

**Hours:**  37.5 hours per week

**Base:** Bristol and Home Working (Initially Home Based)

**Job purpose:**

Under the direction of the Digital Engagement Manager, to be responsible for reaching and engaging new supporters using Sustrans digital channels and encouraging them to take action to support Sustrans’ work; with colleagues in External Affairs, to plan and deliver acquisition campaigns to increase the number and value of supporters, donors and shop customers; to collaborate with colleagues to curate, edit and deliver email marketing campaigns and regular enewsletters; to use analytics tools to report on digital marketing campaigns and supporter journeys; to support the Digital Engagement Manager in managing and optimising PPC campaigns.

**Place in organisation structure**

The post holder will report to the Digital Engagement Manager

**Key relationships:**

Internal: Digital Engagement Team

 Individual Giving and Retail Team

 Digital and Social Media Team

 Brand and Content Team

External: Supporters and prospective supporters

Fundraising, digital and media agencies

**Key responsibilities:**

* Implement targeted multi-channel digital engagement campaigns and activity to build Sustrans’ supporter base by engaging and converting target audiences into becoming active supporters;
* Work with, develop relationships and monitor performance of agencies as needed
* Test and monitor key messaging, new supporter propositions and products across digital channels
* Maximise engagement and action with current products such as the Sustrans’ shop
* Support the Digital Engagement Manager in managing Google Ads campaigns using our central Google GrantsPro account, ensuring effective targeting and performance of campaigns to achieve objectives
* Ensure relevant, engaging and timely content is produced to drive engagement with target prospective and supporter audiences across all digital channels
* Ensure planned, robust and legally compliant data management
* Measure and report on digital marketing and supporter acquisition campaigns
* Provide data and insight into digital supporter journeys using available analytics tools, including Google Analytics
* Ensure all work is data driven and evidence based
* Support and comply with the charity’s guidance on branding, accessibility tone of voice and key messages
* Work in an agile way to deliver and optimise campaigns for maximum impact
* Work with the Supporter Journey Officer to ensure, wherever possible, an ongoing dialogue with supporters

**Communication and marketing**

* To contribute towards raising the profile of Sustrans, by representing the charity at meetings, activities and events, as required.
* To support and comply with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising Sustrans’ profile.

**Training and personal development**

* Attend essential Sustrans training as required by the Charity.
* Ensure own personal development by working to objectives set as part of the Charity’s appraisal process

**Health and safety and safeguarding**

* Support and comply with the organisation’s policy for the management of Health and Safety
* Support and comply with the organisation’s policies for the management of safeguarding, EDI and GDPR

**Other**

* Any other duties consistent with the nature and grade of the role as agreed with the line manager

**Working conditions:**

The post-holder will be based from home until July 2021, at which point the post holder will be expected to be in Bristol at least two days every two weeks. Overnight stays away from home may be necessary when participating in projects away from their designated base. Occasional weekend and late working may be required with time off in lieu. The post-holder must be prepared to cycle or use public transport for the majority of work journeys.

**Special note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled by: Di Gornall, Dir of Fundraising and Supporter Engagement

Date: March 2021 (Updated by Abi Fisher July 2021)

**Digital Engagement Officer (SUS3270)**

**Person specification:**

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| **Criteria** |  |
| Experience | Experience of planning, delivering, monitoring and optimising digital marketing campaigns including through paid-for social mediaExperience of planning, delivering, monitoring and optimising multi stage campaigns that encourage supporters to take action Experience of using email marketing as an effective way to increase engagement and achieve sales and/or fundraising targetsExperience of working collaboratively with other teams and agenciesExperience of writing and creating effective, audience-focussed copy and content Experience of reporting on results following evaluation, making recommendations for improvementExperience of using a website content management system (CMS)Experience of using Hootsuite (or similar)Experience of using PPC (Google Ads and Facebook Ads) to target audiences is desirable, but not essentialExperience of e-commerce marketing is desirable, but not essential |
| Skills and abilities | Excellent interpersonal skills with the ability to develop and maintain relationships with a wide range of internal and external stakeholders at all levelsAbility to produce compelling and engaging copy Ability to think creatively to develop promotions and marketing initiatives Good editing and proof-reading skillsAbility to use own initiative and to work both independently and as part of a busy teamAbility to plan and effectively prioritise own workloadHigh level of IT and digital literacy |
| Knowledge | Good working knowledge of digital marketing principles and best practiceUnderstanding of how to monitor the performance of campaigns against KPIs and targets, using Google Analytics, social media and email analyticsKnowledge of email marketing and data acquisition best practice and compliance |
| Other | Committed to Sustrans’ vision and the promotion of sustainable transportEnthusiasm for new technology and digital communications. |