



Digital Marketing Officer

Position reports to:

Head of Marketing and Communications within the Engagement and Influence Directorate

Core purpose of job:

- To plan, implement and deliver digital marketing plans and activity as part of The Fostering Network's integrated marketing and communications strategy, supporting organisational objectives regarding:
 - membership engagement and value
 - income generation
 - campaigning
- To ensure consistent operation, quality and relevance of The Fostering Network's website and other digital properties, delivering a best in class user experience and content plan to our members and stakeholders
- To act as brand guardian, ensuring all digital communications are high quality, relevant and promote our key messaging and brand values
- To contribute to the development of marketing and communications team processes which support our strategy and deliver an effective service to the organisation.

Length of contract: Permanent

Hours: 35

Salary: Band G: £32,000- £37,000pa plus £3,964pa London Weighting if applicable

Main Duties:

Digital Marketing

1. Plan, execute and evaluate digital marketing activities and advertising campaigns to support organisational membership, commercial and income generation objectives, ensuring we maximise our use of digital channels and tactics.
2. Ownership of The Fostering Network's website and other digital properties, including:
 - a. ensuring that customer journeys are planned, monitored and optimised
 - b. developing and developing an engaging, regularly refreshed content plan that reflects our brand identity and values
 - c. that all pages are optimised and continually reviewed
 - d. that colleagues are advised and supported in how to best use the CMS
3. Plan, execute and report on The Fostering Network's Paid (PPC) and Organic (SEO) Search Engine Marketing and Optimisation strategy and campaigns, ensuring that keywords are continually optimised, budget is managed and allocated and that all search activity is operating as effectively as possible
4. Develop, deliver and monitor an email marketing strategy which supports membership lifecycle journeys and aids in the promotion of our products and services to support income generation targets and maximise customer lifetime value.
5. Use a range of analytics tools to monitor and report on our digital marketing activity, identifying trends, opportunities for improvement and informing our marketing approaches.
6. Ensure we follow robust marketing planning approaches and employ test and learn practices to inform these.

Brand

7. Act as a digital brand adviser, providing guidance to colleagues and external stakeholders on the correct use of The Fostering Network brand within digital spaces.
8. Develop, produce, distribute and evaluate digital marketing and content assets, ensuring they are high quality, targeted and in line with brand principles.
9. Manage digital creative projects with external agencies and freelancers, ensuring they are well briefed on The Fostering Network brand and produce content to quality, time and budget.

General

10. Support the Head of Marketing and Communications in developing and embedding effective team processes.
11. Work closely with communications colleagues to deliver the digital elements of integrated campaigns and activities, ensuring promotional and membership engagement and revenue generation opportunities are maximised.

Management

None

Budget

None

General statement

It is the nature of The Fostering Network that tasks and responsibilities are in many circumstances unpredictable and varied. All employees are therefore expected to work in a flexible way when the occasion arises and undertake tasks that are not specifically covered in their job description.

Person Specification

Our Values

The Fostering Network is the UK's leading fostering charity and not-for-profit membership organisation, empowering, enriching and supporting the relationships at the heart of our community with a commitment to always demonstrating our core values:

We are GENUINE

We are CONNECTED

We are CARING

We are ADAPTABLE

We are BRAVE

Key competencies required for the role

Essential

1. Experience of leading the development, delivery and evaluation of an organisation-wide digital marketing plan that drives customer and commercial objectives, ideally within a charity or commercial setting.
2. Prior experience of website management, including setting and monitoring customer journeys, page optimisation, content planning and using CMS to create and update content.
3. Experience of ownership of Paid (PPC) and Organic (SEO) Search Engine Marketing and Optimisation strategy and delivery, with up to date knowledge of campaign management techniques, best practice and reporting.
4. Demonstrable experience of using website analytics tools (e.g. Google Analytics, Google Ads etc) to maximise website traffic and site journey effectiveness, setting tracking plans and metrics and reporting on results
5. Experience of email customer journey planning and marketing to a customer database in order to manage customer lifecycle, encourage cross / upselling and maximize customer lifetime value

6. Experience of using email marketing systems to create, schedule and send emails to segmented customer audience lists
7. Experience of planning, implementing and reporting on digital advertising campaigns, affiliate campaigns, partnership campaigns etc
8. Understanding of brand, and experience of managing brand ID and values in digital environments
9. Experience of collaborating with marketing and communications colleagues to deliver digital elements of integrated campaigns.
10. Experience of writing clear and engaging copy for a broad range of audiences.
11. Understanding of design and experience of managing external designers to develop a range of content.

Desirable

12. Experience of working in a membership organisation.
13. Experience of managing external contractors.
14. Experience of working within and reporting on budgets.
15. Understanding of issues affecting children in care and of current issues in foster care.

Qualifications & minimum requirements for the role

Essential

16. Recognised professional qualification in digital marketing, either undergraduate or postgraduate
17. Excellent verbal and written communication skills, able to communicate complex issues simply and effectively.
18. Excellent interpersonal skills, able to deal confidently with a range of internal and external stakeholders at all levels
19. Strong digital technical and analytical skills aligned with data-driven thinking.
20. Excellent planning and organisational skills, able to manage and prioritise a complex workload, to deal with conflicting demands, delegate where appropriate and meet tight deadlines.
21. Good attention to detail.

Attitudes

Essential

1. Enthusiastic and self-motivated.
2. Self starter, collaborative worker, problem solver
3. Awareness of equalities issues and commitment to anti-discriminatory policies and practice.
4. Prepared to work flexible hours.
5. Prepared to travel within the UK on occasions and with adequate notice.

Pay and conditions of service

Annual Leave	Up to 30 days plus Bank Holidays
Probationary period	Six calendar months.
Notice period	Six working weeks One week during probationary period.
Pension	Optional. Money-purchase scheme and salary sacrifice option is available with AEGON: Employee contribution is 3% of gross annual salary Employer contribution is 5% of gross salary.
Trade Union	The Fostering Network recognises the trade union Unite and members of staff can join if they wish.