

# Recruitment Pack

## Senior Digital Marketing Officer



# Role description



**Contract**  
Full time

**Location**  
Hybrid style of working between our London, Westminster based office and remote working

**Salary**  
£29,917

## About this role.

The Senior Digital Marketing Officer works within the Marketing, Campaigns & Communications team to attract and mobilise young people to take action and join our global youth movement.

Through Expedition, Re:Green, and Action Not Excuses, Raleigh International offer a variety of opportunities and pathways to ignite, equip and mobilise young people with the skills, networks, platforms, and experiences they want, to lead action on the change they demand.

As the Senior Digital Marketing Officer, you will help to develop innovative digital marketing strategies and integrated digital marketing campaigns to drive conversions and build awareness and engagement of Raleigh International's work.

You'll help hone and shape our digital marketing and communications through analytics, monitoring and exploring new technologies. You will be responsible for managing our website content and SEO, ensuring the website adheres to brand guidelines whilst incorporating best practice to maximise user experience and usability.

You will take the lead on Raleigh International's e-mail marketing campaigns and will need working knowledge of Google Analytics and experience managing Google AdWords and Google Grant Ad campaigns.

This will be an integral role in helping to develop an integrated approach to our communications and digital marketing. The post holder reports to the Marketing and Campaigns Manager.

## How to apply

Please apply through our anonymised application form on our website [here](#).

## Closing date

29<sup>th</sup> October 2021

## Interview date

From November 10th



## Role responsibilities

### Digital Marketing

- Collaborate with and support the Marketing & Campaigns Manager with the digital marketing element of the team's overall marketing strategy.
- Use Google Analytics and Google Tag Manager alongside our CRM to review, track and report on analytics, understanding which are priority for actual impact.
- Assist in undertaking audience analysis and research, including building audience profiles.
- Manage integrated digital marketing campaigns from beginning to end, ensuring user journeys are seamless, performance is optimised and campaign KPIs are met.
- Design and manage effective Google AdWords and Google Grant Ad campaigns.
- Increase traffic to Raleigh website and optimise conversion through SEO, PPC & Adwords and affiliate marketing.
- Provide and act on recommendations to enhance usability and customer journey improvements with a focus on functionality, user journeys and conversion optimisation.
- Identify, develop, and implement innovative ways to drive traffic to Raleigh International's digital content, ensuring all activity is aligned with campaign and income objectives.
- Review market conditions and competitor data ensuring continuous improvement of the digital marketing strategy.
- Work closely with Raleigh's CRM Manager and IT Manager to optimise digital activity and reporting.
- Manage elements of marketing budget and reporting against expenditure.
- Review new technologies and keep Raleigh International at the forefront of developments in digital marketing.
- Build relationships with digital partners to encourage volunteer referrals.

## E-mail Marketing

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## Website Management

- Managing content on the Raleigh International website:
  - Work with teams to support and review content created to make sure it meets users' needs and is search engine optimised.
  - Writing, editing, and uploading engaging content to the website, including optimising content for conversion.
- Support country teams to manage their website pages and social media pages, and the content for them, to maximise their impact.
- Be responsible for SEO, and Google Analytics reporting and analysis for the website
- Manage the website agency to address website issues and commission new work, while ensuring that all development work is planned and carried out within agreed budget and timescales.



### **Website management (continued)**

- Act on recommendations to enhance functionality and customer journey improvements.
- Front-end web page maintenance i.e. making sure all the links are correct, that pages are working properly, etc.
- Work alongside the IT team to ensure a seamless link between Raleigh's CRM database and the website.
- Ensure the website adheres to brand guidelines whilst incorporating best practice to maximise user experience and usability.

### **Other responsibilities**

- Contribute to the development of internal systems and processes.
- Share best practice, ideas, learnings, and successes within the team and organisation-wide to maximise the effectiveness of marketing activities.
- Work with the rest of the Marketing Team on adhoc projects and marketing campaigns.
- Support the Marketing and Campaigns team in handling incoming enquiries from potential participants.
- Briefing and managing external suppliers including graphic designers and agencies.
- Negotiating favourable rates for external work.





# Person Specification

## Essential

- Minimum of 2 years proven experience of creating and executing digital marketing strategies across all digital channels. Including but not limited to: search engine optimisation, PPC and affiliate marketing, email marketing, social media management and content development.
- Ability to analyse marketing activity and report on its effectiveness, including knowledge of Google Analytics.
- Experience in developing and delivering digital marketing plans based on consumer and industry insight.
- Demonstrable experience of increasing lead conversion through digital activity.
- Strong written and verbal communication skills (including the ability to communicate at different levels of the organisation and to different technical abilities).
- Ability to think of creative ways to carry out effective marketing activity with a limited budget.
- Experience of negotiating advertising and targeted email packages with third party websites and publications, and knowledge of email marketing software.
- Well-developed written and verbal communication skills targeted at a variety of audiences.
- Understanding of user journeys and experience.
- Strong knowledge of principles and application of SEO.
- Self-starter with an enthusiastic, positive, and flexible attitude, and a good balance of creative and analytical skills.

## Desirable

- Experience of recruitment advertising.
- Experience of working in the charity sector and knowledge and passion of the work of Raleigh International.
- Proven record of generating income via digital channels.
- Experience of working with and managing relationships with external agencies.
- Experience using the Google Charity AdWords Grant.
- Up to date with social media and marketing trends.
- Understanding of the digital media planning and buying process

# Why work for us?

What makes Raleigh International different...



**We are taking action to harness and maximise the energy, creativity and determination of the current youth generation to tackle the most pressing and complex challenges facing our planet.**

**Julian Olivier, CEO, Raleigh International**



# WHY, WHAT, HOW?

## **Our vision**

**A fair, inclusive, and green world where young people confront the planet's most urgent crises.**

## **Our mission**

**To ignite youth-led action that creates solutions to the world's most urgent problems.**

**We support young people by connecting them with the skills, networks, platforms and experiences to lead action on the change they demand.**

# All about us



**Raleigh International is a youth-driven organisation supporting a global movement of young people to take action.**

**We exist to ignite youth-led action that creates solutions to the world's most urgent problems. But while young people demand change now, they do not always know how to take action. We support young people by connecting them with the skills, networks, platforms and experiences to lead on the change they demand.**

We work globally to promote the role of young people in decision making and civil society, creating meaningful youth employment and enterprise, protecting vulnerable environments, combating climate change, and ensuring the right to safe water and sanitation.

With over 35 years of experience working with over 55,000 young people from more than 100 countries, we're an ever-evolving organisation, constantly adapting to new ideas and challenges.

# What makes us different?

Click on us!

# Youth.

## Our Theory of Change. Ignite, Equip. Mobilise.

This generation of young people will change the world. But in order to make the vision of a fair, inclusive and green world a reality, young people must be given access to the platforms, networks, skills and experiences they need. They must engage in action where their rights are championed, and where their voice is heard as an equal.

We support young people to move up through three levels of participation; first engaging as contributors; then as collaborators; before arriving at the level of initiators.



### Contributor.

I **contribute** towards the achievement of predefined goals, generating new opportunities for myself and the world.



### Collaborator.

I **collaborate** with other young people, making decisions about the goals we want to work towards collectively.



### Initiator.

I ideate, **initiate** and engage in equitable decision making with adults devising new ways to work towards shared goals.

## Our Global Alliance

For 35 years we have helped create youth leaders who are empowered to create lasting change in their communities. Our global alliance of over 15 countries forms a network of committed changemakers who collaborate on and initiate programmes and campaigns which are helping to build a greener and fairer world.

## Action Not Excuses

Action Not Excuses is our first ever global environmental campaign. It will link up young people across the world to take climate action. Together we will support 100,000 young people to create new green jobs, lead the fightback against waste and pollution, and plant 10 million trees.

# Your Impact.

Raleigh International's size means that you can have a big impact on the organisation with your role. We run efficient teams with core, essential skillsets and it is likely that you will be able to help shape the strategy and implementation of your team's plans and bring your ideas to the fore. Each role in our organisation is essential and its impact can be felt on a day-to-day basis with the delivery of our programmes.

# Our Culture.

Raleigh is a friendly, positive and collaborative place that feels more like a family than a workplace. Our people are at the heart of the organisation. Connecting and sharing with each other and having fun together are as important as the work we do.

We're also a learning organisation and believe very much in having the skills to succeed. Ongoing learning and development initiatives are something we are passionate about.

## Our Values

All organisations have their values, but Raleigh International really is an organisation that strives to recruit based on cultural fit and hire people who really embody, not just embrace, our values. Above all we are an organisation of motivated doers, so our values are action-orientated. Here are our values and some stories from employees as to how they live those values.



“We find the courage to speak up for a cause and take action.”  
**Jyotir, Operations Manager, Nepal**



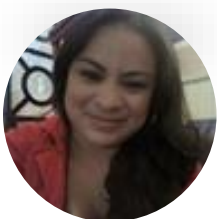
“I’ve been able to experiment with new technologies to celebrate the work we do in innovative ways.”  
**Chris, Senior Digital Communications Officer, UK**



“We are determined to do what we say and our actions show our adherence to honesty, strong moral principles and respect.”  
**Laurence, Operations Manager, Tanzania**



“I am glad to work somewhere where diversity is celebrated, and we can come to work as ourselves”  
**Heleena, People, Culture and Training Manager, UK**



“We do not give up and we adapt to different cultures, contexts, people and countries to do our work in the best way.”  
**Hellen, National Volunteer Coordinator, Nicaragua**

## Create impact together.

We believe our voices and actions are stronger together. It is the ideas and power of an inclusive movement that changes the world.

## Act with integrity.

We respect the qualities of real leaders, and we strive to embody them in everything we do.

## Commit to learning.

We understand the importance of learning for growth and inclusion. We must listen to and learn from each other to create real change for everyone, everywhere.

## Find the courage.

We stand up for what we believe is right, even if this means stepping out of our comfort zones.

## Never give up.

Changing the world can be hard, but we will not stop until we have achieved all we set out to.



## **Office hours.**

Normal office hours are Monday to Friday, 9am - 5pm, though staff can vary their start and finish times between 8am - 4pm and 10am - 6pm. Weekend, early morning and evening working may be required depending on the requirements of the role. See the role description for more information. We have a hybrid style of working between our London, Westminster based office and remote working. Currently you would need access to our office to work for us.

## **Equity, Diversity and Inclusion.**

We are committed to eliminating discrimination and creating a workforce that reflects the societies we live and work in. We are also committed to creating an inclusive workplace culture that supports diversity and inclusion, allowing all colleagues and volunteers to bring their whole selves to work or their volunteering placement, without fear or judgement. We believe achieving equality, diversity and fairness of opportunity is our shared responsibility and we are working hard to ensure that as an organisation and as individuals we are all accountable. It starts with us.

## **Employment eligibility.**

To be considered for this role applicants must have British Nationality or have a right to live and work in the UK.

## **Anti-corruption policy.**

It is Raleigh International's policy to conduct organisation business honestly, and without the use of corrupt practices or acts of bribery to obtain or receive an unfair advantage.

Raleigh is committed to ensuring adherence to the highest legal and ethical standards of organisation conduct. This must be reflected in every aspect of the way in which we operate. We must conduct all our dealings with integrity. Bribery and corruption harm the societies in which these acts are committed and prevents economic growth and development.

Any breach of Raleigh's policy will be regarded as a serious matter and will be dealt with under our disciplinary procedure. In serious cases, it may be treated as gross misconduct leading to summary dismissal.

# Benefits

Not only does a career at Raleigh International offer fulfilling job satisfaction and impact, but we take seriously investment in our best resource – our people. As an employee of Raleigh, you will be able to access the following benefits:



## Volunteering leave

We believe in the power of volunteering. That's why we offer every employee twenty-eight hours (four days) volunteering leave per year (pro-rated for part time staff).



## Employee Assistance Programme

Raleigh is part of an employee assistance programme which offers round the clock support for employees and their immediate family members on a wide range of work and personal issues.



## Wellbeing programme

We know that healthy bodies and minds are important. Whether it's yoga sessions in the office, staff welfare days and collaborative weekly wellbeing events, Raleigh International Head Office strives to offer a mix of activities.



## Season ticket loan

Interest free loans are available to allow staff to save money and purchase season tickets. The loan is paid back monthly via deductions from your salary.



## Other benefits

Also available to staff are enhanced maternity/paternity/adoption pay, life assurance, pension scheme, study leave, staff discounts and free eye sight tests.

## Contact us



[www.raleighinternational.org](http://www.raleighinternational.org)

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