

Digital Lead - Role profile

Location	London	Department	Fundraising and Supporter Engagement
Reports to (Job Title)	Head of Communications	Salary Band	B mid
Matrix manager (if applicable)	N/A	Competency level	4

Role definition

Role purpose

The Digital Lead will lead Christian Aid’s ambitions in website development, social media, digital marketing and content in line with the organisation’s strategic goals and brand voice.

Key outcomes

- Develop and deliver a digital strategy that builds Christian Aid’s digital marketing, social media and web capacity to bring our mission to our target audiences and make a lasting impact in support of our fundraising and advocacy objectives.
- Deliver on ambitious goals to grow our social media engagement and influence by creating an attractive online community for supporters, as well as respond to social trends and opportunities to raise Christian Aid’s profile and promote advocacy messages.
- Champion insight-based decision-making in the development of fundraising products and user experiences for agreed audiences in a way that drives income and builds the brand.
- Work in collaboration with fundraising, campaigns, communications, programme and ICT colleagues to create new and exciting ways to engage audiences including supporters and institutional donors, as well as improve the supporter experience and fundraising opportunities based on digital insight, analysis and reporting.
- Strategic development of the website platform to meet business needs, prioritising an engaging and competitive user-centred experience.
- Oversight of the editorial standards and UX of digital content ensuring brand messaging across digital platforms.
- Leadership that brings together creative and engaging digital content along with website development, social media engagement and digital marketing in a way that accelerates Christian Aid’s digital engagement and adapts to new trends and opportunities. Key member of Christian Aid’s Digital Community of Practice to champion and advise on digital tools and solutions to drive on-going digital transformation across Christian Aid.

Role agility

Expected national travel per annum	Occasional travel	On call/unsocial hours Yes, in event of Christian Aid response to humanitarian emergency.
Expected international travel per annum	Occasional travel	



Surge capacity for emergency responses N/A

Role requirements

Relationships

External: Regular contact with agencies and contractors to ensure capacity to deliver best service for Christian Aid. Third parties which can include, fundraising and campaign agencies; other charities & professional bodies.

Internal: Regular collaboration with FSE senior management. To provide technical expertise and professional recommendations to project sponsors/managers and senior stakeholders. Collaboration with relevant business partners from other departments.

Decision making

Taking a long-term strategic perspective on the social media tactics, website and digital product development and technical innovations that will deliver return on investment and high-quality audience engagement.

Insight-led tactical decisions in the context of digital marketing campaigns, content and development roadmap.

Budgetary/savings responsibility

All digital expenditure.

Analytical skills

Effective analysis of business requirements for the resourcing of projects. Ability to work effectively with levels of uncertainty and a tolerance of ambiguity.

High level of analytical skills to review all datasets using a variety of analytics software, to data driven product software development.

Significant creative and analytical thinking required to assess digital content and performance against targets and regularly question processes and ways of working to identify changes that will improve performance.

Developing self and others

Number of Direct reports 4

Overall people management responsibility 11

Situational leadership and proven successful track record developing, coaching and motivating a diverse mix of staff and skillsets.

Undertaking performance reviews and development of action plans to improve the performance of others, whether staff or volunteers.

Act as a role model to the team embodying professional curiosity and an openness to learning, communicating and listening continuously with team members and other stakeholders.

Putting user needs at the centre of all the project outcomes.

Demonstrate mature emotional intelligence -being self-aware in all relationships.



Role related checks

DBS Clearance Basic **Counter terrorism screening** Required

Person specification**Applied skills/knowledge and expertise****Essential**

Significant experience in a digital leadership role at either agency or client side of:

- Strategic planning, people and budget management and decision making.
- Strong earned mindset and experience in digital brand supporter/public/consumer communications, as well as corporate/B2B/sector audiences.
- Strong digital social content and marketing track record and experience with influencer and content creation work.
- Proven success in developing and delivering digital campaigns and projects that meet business objectives including brand, impact, advocacy and funding.
- Website optimisation particularly around conversion rates, engagement and payment/donation.
- Supporting the delivery and success of digital marketing campaigns.
- Proactive innovative leader who keeps up to date on digital trends and developments.
- Communicating and contributing expertise and understanding of social media engagement, website development, SEO, PPC, email marketing and digital content whilst managing a range of stakeholders.
- Proven success and delivery in coaching and managing a team of specialists and working in an agile context with cross-disciplinary teams of content editors, dev, QA, UX designer, data analyst and internal stakeholders.
- Experience in the use of analytic tools such as Power BI, Google Analytics etc.

Desirable

- Experience of full e-commerce journey including donation and engagement, secure data, high-traffic APIs, subscription-based products, IT systems etc.
- Understanding of payment service providers and engaging with third party suppliers to drive quality services for the organisation.
- Knowledge of global development issues and theology with an ability to connect this to the potential impact of digital communications.
- Understanding of the charity/not for profit sector.

DATE CREATED

14/05/2023

DATE REVIEWED