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| <b>Job Title:</b>      | <b><u>Digital Marketing Manager</u></b>         |
| <b>Accountable to:</b> | Senior Marketing and Communications Manager     |
| <b>Location:</b>       | London/Hybrid working (mix of office and home)  |
| <b>Working Hours:</b>  | 40 hours per week, Monday - Friday              |
| <b>Contract type:</b>  | Permanent                                       |
| <b>Annual leave:</b>   | 31 days pa plus bank holidays                   |
| <b>Salary:</b>         | £38,496 plus £1,500 London Weighting (pro rata) |

### **About Nordoff Robbins**

We stand for music and believe in the value of music for all people in our society. Every day we use the power of music to enrich the lives of people affected by life-limiting illness, trauma, isolation, social exclusion or disability.

As we emerge from the pandemic our goal is to bring more people together through the power of music. We can only do this if we pioneer creative new approaches to marketing, communications and digital that help us engage more people and grow our fundraising.

We need courageous, curious, agile, innovative change makers and music lovers like you to make this happen. This role is your chance to help us achieve our ambitious goal of transforming more people's lives through music.

### **Our culture**

At Nordoff Robbins everyone has a role to play in building and nurturing our inclusive culture. If you join our team, you will be encouraged to be yourself and we want everyone to feel a sense of belonging.

### **Our Communications and Engagement team**

You'll be joining our new Communications and Engagement team at an exciting time. We are planning a repositioning and rebrand which will clearly articulate the impact we have in society through music every day. This team will be the engine room driving the change to take our fundraising and brand to the next level.

Now more than ever we need people who can create bold, inspiring new ideas for digital, marketing and communications, PR, public affairs, campaigns and internal communications. We'll achieve success by collaborating with teams across our charity to understand what makes the people we reach tick, creating and testing innovative marketing and communications ideas, and raising funds together. Your work will have a direct impact on transforming the lives of more people affected by life limiting illness, isolation or disability through music.

Central to the ethos of the new team is how we'll learn and grow together, whether we do this through sharing insights as we collaborate or through training.

### **About the role**

You'll be joining Nordoff Robbins at an exciting time as we build our new Communications and Engagement team. Digital is a key part of this new team and we're looking for a manager who can help to lead and develop our digital strategy. We see digital as a key channel for building relationships across a diverse range of groups amongst our audience and creating loyalty and an emotional connection with future supporters.

We're looking for someone who is passionate about - and can advocate for - the potential of digital to help Nordoff Robbins fulfil its vision and mission. With the support of the Senior Marketing and Communications Manager and the Director of this team you'll take a creative, confident and user-led approach to developing and evolving our new website, email marketing and all things digital. Working closely with the Social Media and Content Manager you will also have oversight of digital analytics, generating insights about our supporters and their needs.

You enjoy collaborating and will be creative about trying out new ways of working together to achieve shared outcomes in this new team.

You'll be working closely to lead on the development of the digital strategy and the plan for implementation, where you'll get support from a Digital Marketing Assistant.

This role is subject to a basic DBS check as standard.

### **What you'll be responsible for:**

#### **Planning and management**

- Leading on and developing our digital marketing strategy, which aligns to our marketing and communications strategy and fundraising strategy, collaborating closely with colleagues across Nordoff Robbins to grow engagement and income growth.
- Developing a plan and roadmap for the implementation of the digital strategy.
- Overseeing the implementation of the recommendations of our digital audit.
- Recommending KPIs for the new website and other channels based on converting donors and retaining and engaging supporters.
- Managing relationships with external suppliers, such as Google Ad Grant/PPC, web developers and others.

#### **Data and insights**

- Planning user research so that we can gather the insights required to ensure our digital marketing meets user needs more effectively and that we make better, data-driven decisions.
- Managing and learning from our data and insights and leading on the continuous improvement of our digital marketing by developing our process for testing, learning and improving our use of content across our digital channels, including monthly reporting
- Being ahead of the curve on digital trends, identifying opportunities for Nordoff Robbins to innovate in digital marketing and test new ideas.
- Seeking input from colleagues for Pardot, our CRM tool.

#### **Channel management**

- Owning and driving the development of the new website, SEO, email marketing and other related tools such as Pardot and identifying, and actioning opportunities for improving

conversion and automation.

- With the support of the Digital Marketing Assistant, and by working closely with the Social Media and Content Manager and Social Media Assistant, overseeing the implementation of digital content plans as part of the digital marketing strategy.
- Making channels and content accessible and inclusive for the people we need to reach.

### Collaborative working

- Developing strong working relationships with teams across Nordoff Robbins, understanding their business goals and working together to shape objectives and campaigns which meet shared outcomes including engagement and income growth.
- Partnering with and coaching other teams to improve their understanding of digital marketing and how it can help them grow their skills and increase their impact.

### Your skills

#### CORE SKILLS

These are the key skills which you'll bring to the role

| Skills and knowledge                                                                                                                                      | Why this matters                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Developing and planning user research processes.                                                                                                          | You're confident about developing, undertaking and commissioning user research which will generate the insights needed to create empathy with our audiences and continuously improve our digital marketing.                                                                                                                                                                                                 |
| Managing - and learning from - data and insights and developing processes for testing, learning and improving the use of content across digital channels. | Your skills in homing in on the key metrics and findings from our data and insights mean that you're comfortable leading on our process for testing and learning in our digital marketing. In addition, your skills will help our team make more effective, data-driven decisions, empathise with users and provide a better experience. All of this will help us increase engagement and grow fundraising. |
| A passion for and understanding of digital trends.                                                                                                        | Through your horizon-scanning skills you'll identify opportunities for Nordoff Robbins to innovate in digital marketing and test new ideas.                                                                                                                                                                                                                                                                 |
| Knowledge of Web Content Accessibility Guidelines (WCAG) and digital accessibility best practice.                                                         | We want our website and digital campaigns to be as accessible and inclusive as possible, in line with our Equity, Diversity, Inclusion and                                                                                                                                                                                                                                                                  |

|                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                               | Belonging strategy and ambitions.                                                                                                                                                                                                                                                                         |
| <b>Experience</b>                                                                                                                                                                             | <b>Why this matters</b>                                                                                                                                                                                                                                                                                   |
| Leading on and developing digital marketing strategies, plans and roadmaps, including content and channel management.                                                                         | Your experience in leading and developing digital marketing strategies and plans for implementation will be critical in helping us reach more supporters, increase engagement, improve user journeys and user experience and grow income.                                                                 |
| Owning and developing websites, SEO, email marketing and other related tools (including helping us maximise our return on investment in Pardot) and identifying opportunities for automation. | The experience you offer will help develop and optimise our digital products and tools so we can improve user experience and engagement with our supporters.                                                                                                                                              |
| Experience of PPC/ Google Ad words/ Google Grants                                                                                                                                             | Your experience in this area will help us get the most from our relationships with suppliers                                                                                                                                                                                                              |
| Experience of making digital channels and content accessible.                                                                                                                                 | Your experience will help us make our channels and content more inclusive for all of the people we need to reach, in line with our Equity, Diversity, Inclusion and Belonging strategy and ambitions.                                                                                                     |
| Experience of collaborating with cross-functional teams and a range of business partners.                                                                                                     | Your experience will help build strong, collaborative relationships with colleagues in the Communications and Engagement team and across Nordoff Robbins, and amongst our suppliers, based on innovative, digital ways of working, shared goals and values so we can achieve more great results together. |
| Experience of managing several projects simultaneously.                                                                                                                                       | Your ability to lead on and juggle lots of different projects with competing priorities simultaneously will help keep things running smoothly.                                                                                                                                                            |

**ADDITIONAL SKILLS**

**These skills aren't essential but we would be interested to hear if you have skills in these areas**

| <b>Skills and knowledge</b>                         | <b>Why this matters</b>                                                                                                                                                                                                                                        |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Understanding of agile, product and service design. | Your understanding of these skills and how we can embed them across Nordoff Robbins will improve the outcomes of our digital marketing campaigns and projects, and role model the behaviours we'd like other staff to adopt as our digital maturity increases. |
| <b>Experience</b>                                   | <b>Why this matters</b>                                                                                                                                                                                                                                        |
| Experience of managing direct reports.              | Whilst this experience isn't essential, an understanding of how to build great working relationships with the people who work for you is desirable. For example, you may have experience of coaching and leading others informally.                            |