



Job Title:	<u>Digital Marketing Manager</u>
Accountable to:	Director of Engagement and Communications/Head of Engagement and Communications
Location:	London/Hybrid working (Minimum 2 days in the London Centre and 3 days WFH)
Working Hours:	40 hours per week, Monday - Friday
Contract type:	Permanent
Annual leave:	31 days pa plus bank holidays
Salary:	£43,254 plus £1,500 London Weighting if applicable

About Nordoff and 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.

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 and 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.

This role is full time.

We offer:

- Flexible working, with a minimum 2 days in the London office
- Salary sacrifice benefits including cycle to work.
- A true People First charity with training and career development as part of our core.
- An inclusive culture where you will feel a sense of belonging.
- Lots of music!

Our Communications and Engagement team

2023 was an exciting year for the Engagement and Communications team, we launched our brand reposition and new website with a clear vision to clearly articulate the impact we have in society through music every day. This team is



the engine room driving the change to take our fundraising and brand to the next level.

We want people who can create bold, inspiring new ideas for content, digital, marketing and communications, PR, public affairs, and campaigns. 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 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

Digital is a key part of this team and we're looking for an experienced digital marketer with strong technical skills to join as our new Digital Marketing Manager, who can lead and develop our digital strategy, including website, SEO, PPC, paid advertising, digital fundraising, email, and stewardship. Digital is a key channel for fundraising, engaging supporters and building relationships across a diverse range of groups amongst our audiences, 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 and Robbins fulfil its vision and mission. With the support of the Director and Head of the team, you'll take a creative, confident, and user-led approach to developing and evolving our website, conversion rates, email marketing and stewardship, paid advertising, and all things digital. You will also have oversight of digital analytics, generating insights about our supporters and their needs.

Following the reposition, Nordoff and Robbins started a pilot Individual Giving (IG) programme that is currently being housed and tested in the Engagement and Communications team. A sound knowledge of digital fundraising would be advantageous as we develop future digital fundraising campaigns, working closely with our fundraising colleagues and a third-party digital agency.

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 line manage and get support from a Digital Marketing Assistant and Supporter Care Officer.

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

What you'll be responsible for:

Channel management

- Website – owning and driving the development of our website, looking at user journeys, increasing conversion rates and optimisation and accessibility.
- SEO – creating and driving a new SEO strategy, increasing visibility and traffic to the website through engaging content.
- PPC – working with our Growth agency to maximise our Google grant and aligning with our wider communications plan.
- Email/CRM (Salesforce)– Owning the email and CRM plans to maximise our audiences' journeys and cross-selling opportunities, as well as the migration to our new email software, Dot Digital.
- Paid advertising (Meta) and Individual Giving – The main point of contact for our paid media agency, own the paid advertising plan, content, and messaging and, working with the Supporter Care Officer and Digital Marketing Assistant, align it with our CRM programme to make sure journeys and cross-selling opportunities are maximised.
- Reporting and sharing insights with the team on audiences, content that is performing well, paid media and more.

Planning and management

- Leading on and developing our digital marketing strategy, which aligns to our organisational, marketing and communications and fundraising strategies, collaborating closely with colleagues across Nordoff and Robbins to grow engagement and income growth.
- Developing a plan and roadmap for the implementation of the digital strategy.
- Project managing several projects and campaigns including Christmas appeals, system migrations and ongoing Individual Giving.
- Recommending KPIs and objectives for the website and other channels based on converting donors and retaining and engaging supporters.
- Managing and owning the relationship with our digital growth agency.
- Line managing a Digital Marketing Assistant and Supporter Care Officer.

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 Dot Digital/Pardot/Salesforce.



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

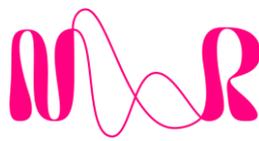
These are the key skills which you'll bring to the role

Skills and knowledge	Why this matters
An in-depth understanding of the full digital marketing mix and owned, earned and paid media, including email, CRM, SEO, PPC, website and paid media.	You will be managing and overseeing our digital marketing channels, marketing campaigns and appeals which will need a variety of media used to achieve the desired results.
An understanding of email CRM systems, how to use them and the benefit they bring to an organisation like Nordoff and Robbins. Nordoff and Robbins use Dot Digital but this may be MailChimp, Pardot or others.	You will be managing and overseeing our CRM and email stewardship, building an understanding and relationships with our audience and giving them the best experience possible.
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



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	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.
Experience	Why this matters
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 Dot Digital) and identifying opportunities for automation. Experience of PPC/ Google Ad words/ Google Grants	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. 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.



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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.
Experience of digital fundraising campaigns	You will understand the importance of digital marketing to raise money and implementing strong user journeys and experience increasing conversion rates to donate. You will have a flair for writing emotive copy and understand the fundraising market.

ADDITIONAL SKILLS

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

Skills and knowledge	Why this matters
Understanding of agile, product and service design.	Your understanding of these skills and how we can embed them across Nordoff and 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.
Experience	Why this matters
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.

