



Job Title:	Digital Marketing Manager
Accountable to:	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 per annum plus bank holidays
Salary:	£43,252 plus £1,500 London Weighting if applicable

About Nordoff and Robbins

Nordoff and Robbins is the UK's largest music therapy charity, with more than 60 years' experience using music to support people affected by illness, disability, trauma, isolation, social exclusion and mental health challenges.

Music therapy is a clinically recognised, HCPC-regulated allied health profession. Through music-making within a therapeutic relationship, it helps people to communicate and be more expressive, build confidence, connect with others and improve health and wellbeing.

We provide therapy through our own centres and in partnership with schools, hospitals, care homes, hospices and community organisations across England, Scotland and Wales. We also train music therapists through our accredited Master's and PhD programmes and invest in research to strengthen the impact of our work.

Using the Nordoff Robbins approach, which is practised worldwide, our work is person-centred, collaborative, flexible and strengths-based. Everyone who could benefit from music therapy deserves access to it because music has the power to transform lives.

We need courageous, curious, agile, innovative change makers and music lovers to help promote the power of music therapy across digital platforms.

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 Engagement and Communications team

Our ambition is to position Nordoff and Robbins as the UK's leading voice for music therapy by increasing public understanding, deepening supporter engagement, influencing policy and commissioning, and demonstrating the role of music therapy in improving lives across education, health and social care.

Our team takes a proactive, audience-led approach to marketing and communications, working with our wider colleagues to identify opportunities and deliver activity that supports income generation, and promotes both our service delivery and education courses, in line with our organisational strategy.

Central to our team's ethos is a commitment to continuous learning: exploring new ways of working, keeping pace with market trends and applying what we learn to deliver consistently high-quality work.

About the role

As a charity, we are focused on building a resilient organisation that inspires our people and partners to deliver our mission sustainably, now and into the future. And digital marketing is critical to achieving this. Whether it is by harnessing technology, maximising AI tools or introducing innovative digital fundraising solutions, we are looking for someone who is passionate about, and can advocate for, the role that digital has in helping us to fulfil our vision and mission.

This is a role for an experienced Digital Marketing Manager with strong technical skills who can lead and develop our digital strategy, engage supporters and clients and build relationships across a diverse range of groups. Supported by a Digital Marketing Assistant, you will have responsibility for our website, SEO, GEO, PPC, paid advertising, digital fundraising, email marketing, stewardship, digital analytics and generating supporter/client insights.

You will enjoy collaborating and being creative about trying out new ways of working together to achieve shared outcomes. 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.
- GEO – optimising content for AI-powered search and answer engines to increase visibility, authority and relevant traffic, while monitoring emerging best practice.
- SEO – developing and implementing an effective SEO strategy to improve search visibility, optimise content and drive relevant traffic to the website.
- PPC – maximise our Google grant in line with our communications plan.
- Email/CRM (Salesforce) – Owning the email and CRM plans to maximise our audiences' journeys and cross-selling opportunities.
- 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 focused fundraising drives, 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.
- Line managing a Digital Marketing Assistant.

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/ Salesforce.
- Developing dashboards to measure performance, evaluate impact and support data-driven decision-making.



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

	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.



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.