

JOB DESCRIPTION

JOB PROFILE

JOB TITLE: Digital Campaigns & Web Executive

JOB HOLDER: Vacant

DATE: Date to be agreed

1 MAIN PURPOSE OF JOB

This role is responsible for managing The Leprosy Mission GB's (TLMGB) email marketing and automation (Campaign Monitor), creating and maintaining campaign landing pages (Campaign Monitor/ WordPress), and donation pages (WordPress/Gravity Forms) and content updates using WordPress, and Wagtail and support TLMGB with fundraising campaigns to grow income, and strengthen supporter engagement and retention across a range of digital platforms. Deliver engaging and effective supporter experiences through digital fundraising campaigns, email journeys, and landing pages.

2 POSITION IN ORGANISATION

- Reports to Digital Fundraising & Marketing Manager and is a member of the Fundraising Team
- Work closely with the Senior Copywriting and Storytelling Executive
- Works with the Creative Content Producer, Community Partnerships Team and wider Fundraising team. Interfaces widely with other teams at TLMGB as well as external stakeholders.

3 SCOPE OF JOB

- **Email Scheduling and Automation** – Implement automated journeys in Campaign Monitor using existing templates or creating new templates and using copy from Senior Copywriting and Storytelling Executive.
- **Website Management** – Build and maintain campaign landing pages in WordPress. Keep key pages up to date and optimised for SEO and user experience. Support with planning and execution of the transition from Wagtail to WordPress initially and explore other technologies, such as Drupal for a future website redesign project.
- **Digital Fundraising** – assisting in the development and implementation of digital appeals and activities that are fully integrated with other fundraising activities to maximise income, including creating and sending emails. Create & Schedule Social Media posts written by copywriter (this responsibility may be removed later due to Team expansion)
- **Analytics & Evaluation** – proactively evaluate digital activities, research new channels and new opportunities for supporter acquisition, and make recommendations to achieve organisational objectives. (Salesforce/Campaign Monitor) – Monitor and report on email and landing page performance to drive improvements.
- **Community Fundraising** – work with the Community Partnerships Team to support the digital transformation of their work.

4 DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for editing and maintaining fundraising content on the TLMGB website.
- Builds and manages email automations and campaigns using Campaign Monitor.
- Works within brand, accessibility, and data protection guidelines.
- Occasional overseas field visits for up to 7 days in duration.

5 QUALIFICATIONS AND SKILL LEVEL

- Educated to A Level standard or equivalent work experience
- Proven written English skills and Excellent communication skills
- Competent user of Marketing Automation and Email Marketing platforms
- Experience with Content Management Systems like Wagtail, WordPress, Webflow etc. (We use Wagtail/Wordpress)
- Excellent understanding of best practice in online content
- Creative thinker, able to turn TLMGB's fundraising strategy and campaigns into engaging and illuminating online experiences
- Experience with META for Business tools and other social ads platforms, Google ads beneficial but not essential.
- Ability to analyse digital campaign results and using insights to drive improvements and new ideas
- Ability to work across different online channels, and a good understanding of how these work together / support each other to promote supporter engagement
- Excellent digital skills including experience of website content management systems, Customer Relationship Management Systems (Salesforce) Google Analytics, Microsoft Office, social media and Canva
- Strong analytical skills to assist with reporting and analysis of online campaigns
- Experience with Task management systems like ClickUp / Monday / Asana / Trello etc (we use ClickUp)
- Ability to multitask efficiently, prioritise own workload to meet deadlines following a schedule in ClickUp.
- Enjoy working in a fast-paced environment and comfortable with sudden changes of priorities to meet the needs of the wider organisation.
- Self-motivated with the capacity to work on own initiative, as well as part of a small team
- Experience with Social Media Scheduling Tools desirable (We use Sprout Social)
- Understanding of the UK Christian landscape.
- Ability to work across all faiths.

6 PROVEN ABILITY REQUIRED

- Minimum of 12 months' experience in website management or email marketing.
- Experience in online fundraising, communications or marketing in addition is desirable.
- Experience of working on effective digital marketing campaigns, including multiple social media accounts, to meet KPIs

DUTIES & KEY RESPONSIBILITIES

Email scheduling & automation

30%

- Market TLMGB and our work across online channels, including the organisational website and social media.
- Build and test Emails in Campaign Monitor. Use pre-supplied copy. Ensure list targeting and journeys are correct.
- A/B testing emails/landing pages; schedule reviews; tidy up automations.
- Monitor results and implement improvements

Website management

25%

- Build/update pages for each appeal or campaign. Optimise forms, UX, CTAs. Use templates where possible. Maintain key supporter pages (donate, pray, blog).
- Basic SEO and accessibility care.
- A/B testing donation/landing pages; and implement improvements

Digital Fundraising

30%

- Work with colleagues to plan digital fundraising strategy.
- Assist with all aspects of digital fundraising campaigns, including social media content, emails, and acquisition campaigns.

- Create & Schedule Social Media posts written by copywriter (this responsibility may be removed later due to Team expansion)
- Assist with TLMGB's use of the Engaging Networks platform to manage online fundraising, advocacy and supporter data.
- Nurture donors who largely engage with TLMGB digitally as a 'caseload', providing compelling and exciting opportunities for them to learn more about our work and the difference their gifts have made.
- Use appropriate analytics to measure, evaluate and report against goals and performance of activities and campaigns, making recommendations for the future as a result.
- Help Manage the Digital Content Calendar In ClickUp, in liaison with Digital Fundraising & Marketing Manager and Creative Content Producer.
- Proactively increase engagement from a variety of audiences and work with the Digital Fundraising & Marketing Manager to reach new audiences.

Analytics & Evaluation

10%

- Monitor landing page/email performance/ Salesforce reporting. Using Digital Tracking ID UTM tracking. Report results to you monthly.

Community Fundraising

5%

- Work with the Community Partnerships team to on the digital transformation roadmap for Community Fundraising
- Manage online promotion of community fundraising events.

To undertake any other reasonable duties as required.

SAFEGUARDING STATEMENT AND HOW IT APPLIES TO THIS ROLE

TLMGB has a zero-tolerance policy towards any abuse, neglect, and exploitation to all people. Safeguarding is everyone's responsibility, and all employees are required to act in such a way that always safeguards the health and wellbeing of children and vulnerable adults. The postholder must sign, be familiar with, and comply with all TLMGB organisational policies, including the TLMGB Code of Conduct, Safeguarding Children & Vulnerable Adults Policy and Procedures. All TLMGB staff are required to participate in mandatory safeguarding training.

Safeguarding Risk Level: Medium

This role has been assessed as having a 'medium' level of safeguarding risk. This is because the role potentially allows for direct or indirect (digitally or through personal confidential information) contact with children or vulnerable adults.

TLM will put relevant mitigation measures in place in order to lower the level of safeguarding risk. For example, these will include: enhanced recruitment procedures, support from staff with safeguarding expertise, and annual assessment of role-related safeguarding risks. It is expected that the post holder will collaborate so that these measures can be put in place.

Person Specification – Digital Campaigns & Web Executive

Passionate about helping those who are marginalised you will have a minimum of 12 months' experience in website management or email marketing along with experience of working on effective digital marketing campaigns, including multiple social media accounts, to meet KPIs. Experience in online fundraising, communications or marketing in addition is desirable.

Essential knowledge and skills:

- Educated to A Level standard or equivalent work experience
- Proven written English skills and Excellent communication skills
- Competent user of Marketing Automation and Email Marketing platforms
- Experience with Content Management Systems like Wagtail, WordPress, Webflow etc. (We use Wagtail/Wordpress)
- Excellent understanding of best practice in online content
- Creative thinker, able to turn TLMGB's fundraising strategy and campaigns into engaging and illuminating online experiences
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- Ability to analyse digital campaign results and using insights to drive improvements and new ideas
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- Self-motivated with the capacity to work on own initiative, as well as part of a small team
- Experience with Social Media Scheduling Tools desirable (We use Sprout Social)
- Understanding of the UK Christian landscape.
- Ability to work across all faiths.

Desirable knowledge and skills:

- An interest in International Development

Terms of Appointment

- Permanent contract
- Peterborough Office based with the opportunity to work flexibly 3 days per week
- 35 hours
- Salary circa £30,000 per annum (depending on experience)
- 25 days annual leave + 8 public holidays
- Pension Scheme - 10% employer contribution and opportunity for pension salary exchange
- Life Assurance x 4 and Health Cash Plan
- TLM has a zero-tolerance policy towards any abuse, neglect, and exploitation to all people. Safeguarding is everyone's responsibility, and all employees are required to act in such a way that always safeguards the health and wellbeing of children and vulnerable adults. The postholder must sign, be familiar with, and comply with all TLM organisational policies, including the TLM Code of Conduct, Safeguarding Children & Vulnerable Adults Policy and the TLM Safeguarding Children & Vulnerable Adults Procedures. All TLM staff are required to participate in mandatory safeguarding training.
- The successful candidate will be required to undertake an enhanced DBS disclosure and a Work Health Questionnaire
- TLM is an explicitly Christian charity and this role will represent the Mission's purpose and ethos to external audiences. As the successful candidate will be required to understand the way the Christian faith and the Bible intersect with and inform The Leprosy Mission's work, including understanding appropriate use of scripture and the UK church fundraising context, there is an occupational requirement for the Digital Campaigns & Web Executive to be a committed Christian.

Application Process

The Leprosy Mission Great Britain are working in partnership with Charisma Charity Recruitment.

Expressions of interest should be submitted through the [Charisma website](#), and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role and describing any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact Nick Thomas, Senior Consultant, at Charisma Charity Recruitment on 01962 813300 or email info@charismarecruitment.co.uk.

We welcome and encourage expressions of interest from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status or other category protected by law.*

*In accordance with the equality act 2010 it is a genuine occupational requirement that the post holder is a practicing Christian.

Closing date: Rolling

Please note applications are being reviewed and interviews will be conducted on a rolling basis.

Please apply without delay to avoid disappointment.

A note from Charisma

Don't feel like you meet all of the requirements? We'd still love to chat, as we're a people first recruitment partner. We specialise in charity recruitment, with over 23 years working as a consultancy who support inspiring professionals find the perfect roles in transformational organisations.