

JOB PROFILE: DIGITAL MARKETING OFFICER

Role:	Digital Marketing Officer	Date profile last reviewed:	May 2025
Name:		Reports to:	Digital Manager

MAIN SUMMARY OF ROLE:

The Digital Marketing Officer reports to the Digital Manager and assists them in supporting the planning and delivering digital communications campaigns to raise awareness of the RAF Benevolent Funds Fundraising and Grants, Services and Programmes directorates by ensuring digital best practice, effective delivery of campaigns and activity.

The role requires a close working relationship with the Digital Manager. The Digital Marketing Officer will contribute to the planning process for the funds paid and organic social media channels, PPC, SEO, website and email marketing programme, contribute to managing external agencies, meeting income targets, monitoring and reporting on results. The role also requires an excellent understanding of current and emerging technology, particularly in relation to social media and email marketing.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

Assist with the delivery of multi-channel digital fundraising strategies across email, social media, paid advertising, Fund-owned websites and other digital channels. Support the Digital Manager with the delivery of digital projects and campaigns as required.

Website

- Help to update and maintain the RAF Benevolent Fund website on a regular basis
- Support SEO link building activities to help improve the backlink profile of RAF Benevolent Fund
- Work and liaise with external agencies to effectively deliver onsite and offsite optimisation tasks
- Write quality website copy that is engaging, persuasive, and interesting to read i.e., blogs, news and articles
- Creation and maintenance of bespoke landing and donation pages for individual campaigns
- Report on website performance on a monthly basis

Social Media

- Create and schedule social media content to promote fundraising events and activities, driving engagement within fundraising channels
- Develop and grow the RAF Benevolent Fund's presence and following on all social media channels
- Manage all day-to-day organic social activity, overseeing paid activity on all the charity's social media channels, ensuring all activity is in line with the social media strategy and the Fund's overarching objective

PPC

- Support with management of the Google Grant ad accounts, Google Paid account and any other accounts we have, making sure the ads stay relevant and up to date to maximise impact
- Work collaboratively with external agencies to effectively deliver ad campaigns across all digital platforms not limited to PPC, Google networks

Email

- Support the Grants, Services and Programmes directorate to deliver people centred user email journeys to ensure our services are accessible and to maximise our reach
- Report on email newsletter performance on a monthly basis

Other

- Assist with the management of our ecommerce platforms, supporting the Individual Giving team to devise strategies to uplift sales of merchandise and build effective journeys for customers to encourage donations and repeat purchases

- Serve as an expert in digital marketing, offering advice and feedback to other teams to maximise the impact of their activity
- Arrange, attend and contribute to meetings as necessary, and on behalf of the Digital Manager when required
- Maintain excellent relationships with other teams and engage with them to develop and deliver digital opportunities and solutions where possible
- Respond to team members queries and provide support as required
- Keep abreast of digital marketing trends and practice within the third and for-profit sector
- Ensure digital activity reflects the Fund's brand guidelines, aims and objectives
- Carry out any other duties within the scope of the role
- Seek out and participate in training and development opportunities relevant to the role or the objectives of the Fund

COMPETENCIES REQUIRED FOR THE ROLE

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Applying expertise and technology • Writing and reporting • Relating and networking • Analysing • Creating and innovating • Planning and organising 	<ul style="list-style-type: none"> • Entrepreneurial and commercial thinking • Coping with pressures and setbacks • Adapting and responding to change • Delivering results and meeting customer expectations

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic or Professional Qualifications (or equivalent):

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Educated to degree level or equivalent • Digital fundraising experience. 	<ul style="list-style-type: none"> • Level 2 diploma in Digital Marketing (or higher)

Knowledge/ Experience:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Experience of working in a busy team • Good working knowledge of databases and experience of database management • Experience of working in a fundraising and communications team • Good understanding of PPC, Google grants and social media advertising • Knowledge of Microsoft Office packages 	<ul style="list-style-type: none"> • Demonstrable knowledge of HTML/CSS • Experience of Adobe Photoshop, Illustrator and InDesign applications • Experience of promoting fundraising events • Digital platforms such as: Falcon, Drupal, Dot Digital, Enthuse, Shopify and WooCommerce • Knowledge of online payment gateways and giving platforms.

Skills/Abilities:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Able to set deadlines and work within them • Interpersonal skills • Proactive, positive and creative attitude to problem solving 	<ul style="list-style-type: none"> • Good written and verbal communication • Able to ensure budget for paid media campaigns is managed effectively • Able to provide technical Digital Fundraising support to colleagues, particularly for fundraising platforms and live streaming

Other Requirements:

- Ability to work outside of office hours and country-wide travel (as appropriate).
- Carry out any other duties within the scope of the job as requested by the Digital Manager

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date