



Digital Marketing Lead

Job Description and Person Specification

A child with an intravenous tube

Description automatically generatedPurpose

Want to use your digital superpowers to help   
seriously ill children? We’ve got just the role for you.

We’re on the lookout for a creative and curious  
Digital Marketing Lead to help us shout about the  
incredible work we do. If you love crafting content that connects,  
get a buzz from analytics, and are happiest when experimenting with  
digital campaigns, then we’d love to meet you.

Our ideal candidate will know their way around the full digital marketing toolkit, but have a soft spot for PPC, SEO and paid social.

What you’ll be doing

Supporting brand

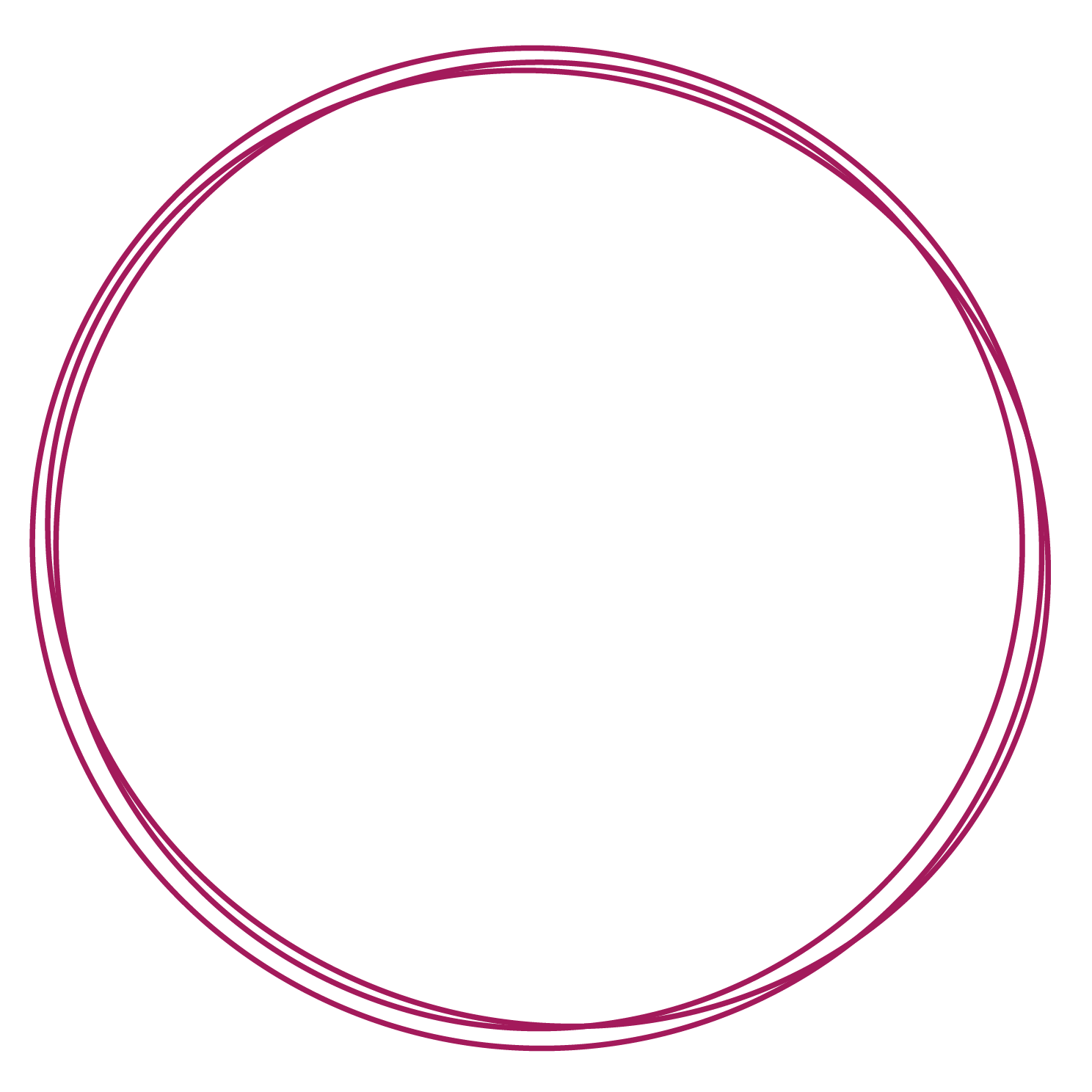
* Owning our organic and paid social campaigns from start to finish: planning, strategy, coordination, content creation, execution.
* Making the most of Google Grants, PPC campaigns and other ad programmes, so every penny counts.
* Keeping our website fresh and findable by optimising content, UX and SEO.
* Managing our social media channels (Facebook, Instagram, TikTok, LinkedIn) with compelling, scroll-stopping content – especially video.
* Keeping one eye on the competition and another on the data to help guide smart, strategic decisions.
* Engaging with children, young people and families in hospital to share their real life stories.
* Championing our brand. Our brand is our heart, soul and DNA. You’ll support the Marketing & Communications Manager to make sure everyone at ECHC understands and uses our brand guidelines with confidence.
* Supporting the Marketing and Communications Manager with any ad hoc marketing tasks, including emails, marketing materials and real-life stories that showcase our impact.

Supporting fundraising

* Using your digital know-how to support our fundraising function – helping the team enhance and improve online income through savvy campaign strategies and user-friendly donation journeys.
* Working closely with our Individual Giving Fundraiser to support the digital side of integrated campaigns and appeals – think crafting landing pages and ads, setting up tracking and A/B tests, and diving into the data to see what works well, and what could be even better.
* Promoting our fundraising appeals, events and initiatives across paid and organic channels to touch hearts and inspire action.

Reporting, monitoring and evaluation

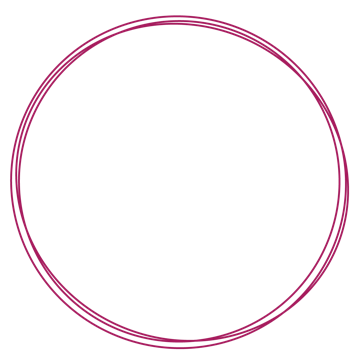
* Monitoring performance across our digital channels using tools like Google Analytics, Meta Insights, SEMRush and Google Search Console – and knowing how to put these stats to good use.
* Working with the Marketing & Communications Manager to analyse the success of marketing campaigns – tracking performance, digging into data, and spotting trends across our online channels. Then turning these insights into action.

Requirements 

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| Requirements | Essentials | Helpful |
| Experience & knowledge | * Relevant and demonstrable experience in the field to include digital marketing/advertising, social media management and content creation. * Excellent understanding of digital marketing and communications and how they support a brand. * Understanding of how all digital channels work together to effect website performance * Demonstrable experience managing social media channels and running both organic and paid social campaigns on Facebook, LinkedIn, Instagram and TikTok * Demonstrable experience of creating consistent and appropriate content for social media, particularly videography. * Knowledge and experience of managing Google Grants, associated advertising programmes and PPC campaigns. * Applicable knowledge of SEO for websites. * Knowledge of WordPress or another website content management system * Knowledge and experience of a range of marketing tools (e.g. Canva) and ideally ecommerce tools like woocommerce. * Excellent content-creation and copy writing skills * Good eye for detail and proof-reading skills | * Experience of working within a busy marketing and fundraising environment. * An understanding of the fundraising environment and how effective digital marketing can raise funds. * The ability to think creatively, develop creative solutions, and translate ideas into successful initiatives. * Experience with the Adobe Creative Suite (Photoshop, Illustrator and Premiere Pro) * A proven ability to seek and secure real life stories from beneficiaries to use in digital comms; an excellent storyteller |
| Personal qualities | * Professional, and always conveys the values of ECHC * An ability to be empathetic and sensitive to the needs of ECHC’s beneficiaries. * A confident communicator; a positive self-starter; has the ability to take ownership and be accountable for work. * Positive, persuasive, motivational individual * Highly organised, can think on your feet and work at pace. * The ability to manage expectations of stakeholders | * A passion for the rights of children and young people, and the strategic aim and purpose of ECHC |
| Additional | * Willing to work evenings and weekends as required * Eligible to work in the UK | Willing to undertake additional study or learning as required to fulfil this developing role |

**What’s in it for you?**

* A generous holiday allowance - 35 days as standard (FTE), climbing to 40 days after five years. Because rest matters.
* Around-the-clock support through our Employee Assistance Programme, plus the option of confidential, in-person sessions with our lovely retained psychologist.
* Hybrid and flexible working – split your days between working from home and working from the hospital.
* A solid pension plan with employer contributions.
* And best of all? You’ll be part of a fun, friendly, and super supportive team that celebrates wins and stays focused on making a real difference for seriously ill children and their families.



Ready to apply?  
We accept applications both via our application form or with a CV and cover letter – whatever your preference!

