

Vacancy Information Pack



Digital Marketing Lead

Closing date: 10th December 2024



Thank You

Thank you for your interest in this opportunity and for taking the time to read this information pack.

We're looking for a candidate with significant and broad experience of digital marketing, who is ready and able to take on a leadership position in this space. You will work as part of the senior leadership team with the Marketing and Communications Directorate, helping the charity address its marketing challenges and shape its marketing and communications strategy. In this role you will have the opportunity to be proactive, spotting where digital marketing solutions will help achieve marketing goals. You will develop a deep understanding of our target audiences and deliver campaigns to engage and acquire new supporters.

The ideal candidate will have exceptional technical skill across the digital marketing specialisms, and have a passion for leading and coaching a team to deliver impactful results. You will have excellent analytical skills and the ability to translate results for non-subject matter experts at all levels of staff. The post-holder is expected to liaise with the charity's senior leadership and deliver a transparent and consistent flow of information on digital marketing deliverables. This is a fantastic opportunity for someone who wants to operate at a senior level, while benefiting from the work-life balance that the third sector can offer, unlike similar agency roles.

If you're looking for a role where you can apply your expertise, have the freedom to innovate, and contribute to a cause delivering life-changing and sometimes life-saving work, please consider putting in an application. I look forward to reviewing your experience and motivations and maybe meeting you in the coming weeks.

Kind regards,

Rebecca Warren
Director of Marketing and Communications



Job Description

Job Title:	Digital Marketing Lead
Reporting To:	Head of Digital / Director of Marketing and Communications (TBC)?
Responsible For:	Paid Search Specialist Paid Social Specialist SEO Specialist

Role Purpose:

The Digital Marketing Lead owns the planning, creation, delivery, optimisation and evaluation of all paid digital marketing activities for RBL, as well as management of our presence within organic search results. As the leader of the digital marketing function, this role sets our channel and audience strategies, manages a team of internal specialists to deliver campaigns, selects and procures appropriate technologies to enhance delivery capabilities, and decides how and when to involve external agencies or suppliers.

Key Responsibilities:

- **Digital Marketing Strategy:** Develop and oversee the strategy for RBL marketing campaigns delivered through paid digital channels, including paid social media, paid search, programmatic, affiliates, as well as the strategy for organic search. Ensure that channels are utilised appropriately for each audience, brand, product or service.
- **Commercial targets:** In consultant with business owners, set targets for financial return, service user and supporter acquisition, and associated efficiency metrics. Monitor campaigns and channels against these targets and ensure overall campaign budgets are adhered to.
- **Campaign delivery:** Oversee the timely and effective delivery of campaigns, both through our in-house team and agency partners. Determine whether to in-source or outsource campaign elements according to workload, priority and expertise constraints.
- **Agency Management:** Brief and manage external partners to deliver campaigns in specialised areas (programmatic and affiliates, any others as agreed) and on paid digital elements of major brand and fundraising campaigns.
- **Data strategy:** Work with the Director of Marketing, Head of Brand, Director of Strategy and Insights, Head of Fundraising Planning, and senior colleagues in Services and Membership to ensure that we take a data-centric approach to audience profiling and persona development, and that we utilise in-house and 3rd party data appropriately and legally in the development and delivery of campaigns.
- **Tactical optimisation:** Oversee the development of a tactical playbook for each channel group and platform. Ensure that tactics in use are ethical, legal and aligned with the Legion's brand values.

- Reporting and financial metrics: In consultation with the Director of Marketing and Director of Data and Analytics, develop and maintain the KPI framework for digital marketing activity and ensure alignment with corporate measurement and KPI frameworks. Work with analytics colleagues to ensure visibility of these metrics for live and past campaigns.
- Budget Management: Oversee the non-media spend of the Digital Marketing, and ensure ROI for monies spent and alignment with the team's goals.
- People leadership and development: Guide the work of the SEO Specialist, Paid Social Media Specialist and Paid Search Specialist to ensure they work effectively in their respective roles, are provided with development opportunities, and have the right tools to carry out their duties.

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.
- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

Person Specification

CRITERIA	ESSENTIAL/ DESIRABLE	HOW IT WILL BE MEASURED
QUALIFICATIONS		
A degree, post-graduate qualification, apprenticeship or equivalent working experience in marketing, digital marketing, computing, information technology or other discipline related to this role.	E	Assessment/ Interview
Current platform certifications from a range of platforms (eg Meta, LinkedIn, Google Ads). Not all certifications are required, but evidence of continuing professional development is expected.	E	Application
KNOWLEDGE & EXPERIENCE		
<p>Experience of designing large-scale, complex and interdependent campaigns across multiple networks and disciplines, either in an agency or enterprise environment.</p> <p>Experience of managing a team of digital marketers.</p> <p>Experience of working with large volumes of data for audience and media planning purposes, and general knowledge of associated techniques.</p> <p>Experience of designing and maintaining a reporting framework for digital marketing campaigns.</p> <p>T-shaped knowledge of the digital marketing world and the channels (ie in-depth expertise with one or more channels, combined with general knowledge of others).</p>	E	Assessment/ Interview

During the selection process, we will also use values-based competency assessment to understand your alignment with RBL's values.

Service

We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.

Collaboration

We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.

Passion

We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.

Excellence

We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.

Valuing our People

We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone's contribution.

Offer Terms

Work Pattern

35 hours per week, Monday-Friday, 9am-5pm

Location

You will be contracted to our London Hub, Haig House. Under our Future Working framework, there will be some flexibility for working remotely/at home, using our collaboration tools to work with colleagues but with a minimum expectation of two days/week connecting directly face-to-face with colleagues at the hub.

Compensation

£52,188 - £57,492 per annum (Inclusive of London Supplement)

Employee Benefits

- 28 day's paid holiday per year (plus bank holidays), increasing to 29 days after 2 years and 30 days after 5 years. Plus the ability to buy up to 1 working week of additional leave
- Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution (until 5 years' service reached, when 14% employer contribution achievable)
- Death-in-service Life Assurance, with a benefit of 3x annual salary
- Employee Assistance Programme
- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme
- Reward Hub online benefits platform with extensive offers and discounts

Working for RBL

RBL employs c 1,800 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

We work collaboratively across our workforce and operate flexible hybrid working practices in our major hub offices, using the latest technology to stay connected with colleagues, members, and beneficiaries. We come together around our common [purpose](#), and our values.

RBL is modernising, and we are ambitious to deliver more for the communities we support. We are becoming a more inclusive, flexible, customer-focused, data-driven, and collaborative organisation. But don't just take our word for it. Read our employee stories [here](#), and about our impact [here](#).

It's therefore an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development...And, of course, the satisfaction that comes with knowing that you are making a real difference to the lives of those who serve/have served our country, to keep us safe and to protect our democratic freedoms and way of life.

Diversity, Equality and Inclusion

We are committed to building a truly inclusive organisation of diverse people and perspectives.

We actively engage in a programme of work to develop our practices and we have set out [our commitments](#) to realise this ambition. We will keep listening, learning, and sharing our progress and impact.

We are Disability Confident employer, signed up to Race Equality Matters and Pride In Veteran standards.

We guarantee an interview to any applicant who declares a disability or/and are part of Armed Forces community on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.

