

JOB DESCRIPTION

Job Title	Digital Marketing and Content Manager
Reporting to:	Director of External Affairs
Managing:	Digital Media and Communications Officer
Location	Central London Offices and Hybrid working to be supported Expectation that your minimum office attendance will be 6 days per month. This is open to amendment in the future
Hours	37.5 hours / 5 days a week Flexible working arrangements are supported
Salary Band/Grade	Band 3
Duration	Permanent

Job Purpose

The Digital Marketing and Content Manager leads content creation and digital marketing activity for our External Affairs work. The role is responsible for growing reach and engagement across our digital channels and using these channels to influence our target audiences.

The post leads the development of our website and digital marketing channels (social media, newsletters, Google). As a core member of the External Affairs team, the role works collaboratively across the organisation's action areas, providing expert advice and high-quality delivery of content, as well as working with freelancers to produce reports, videos and photos.

At a time of rapid digital and technological change, this role will also help Ageing Better make smart, responsible use of AI and emerging tools.

Specific duties and responsibilities

Digital content and channels

- Lead the development and delivery of powerful, persuasive content across Ageing Better's digital channels, increasing reach and engagement and supporting influencing objectives across action areas.
- Directly manage Ageing Better's website(s), overseeing any developments and ensuring content is high-quality, accessible and aligned with organisational strategy and priorities.
- Work closely with teams to provide expert advice on creative approaches to digital content, including translating complex evidence into compelling, audience-specific formats.
- Manage and adapt the procedure and policy for data processing and management for Ageing Better's photo and video shoots in line with GDPR and organisational requirements.

- Be the brand manager for the organisation. Ensure consistency across all Ageing Better branding, offering expert brand advice and feedback
- Work with our digital marketing agency on SEO and GEO strategies, as well as overseeing google grant and ad spend and optimisation.

Insight, data and performance

- Use analytics, testing and audience insight to continuously improve digital performance.
- Lead on monitoring, evaluation and reporting of digital performance, using tools including Google Analytics and other measurement platforms.
- Advise on improvements to digital assets and website infrastructure to optimise user experience, functionality and accessibility.

Leadership, projects and suppliers

- Project manage digital and content projects as required, ensuring strong relationships with internal teams, partners and external suppliers.
- Appoint and manage suppliers providing digital, creative and content services, ensuring high quality delivery and value for money.
- Oversee digital communications budgets, ensuring effective financial planning, value for money and compliance with organisational processes.
- Line manage the Digital Media and Communications Officer, helping to prioritise workloads, manage deadlines and resolve challenges.
- Provide out-of-hours cover to monitor and respond to issues on Ageing Better's digital channels during periods of significant publicity or when required.

Thought leadership and organisational contribution

- Support a renewed approach to thought leadership across the organisation, with a particular focus on using digital channels to reach priority audiences.

Shared Duties

- Comply with Ageing Better's policies and procedures at all times
- Promote and support open and effective collaboration across Ageing Better, participating in team meetings, planning sessions and cross organisational initiatives as needed to meet shared organisational goals
- Carry out all duties in a professional manner and in line with our values
- Adhere to relevant data protection laws and regulations, including UK GDPR and the Data Protection Act 2018 ensuring the secure and ethical handling of personal data
- Promote and maintain a safe and healthy working environment in line with Ageing Better's Health and Safety policies and statutory obligations, taking responsibility for your own health and well being
- Support fundraising and income generation activities as required, whether by contributing to the development of funding bids or by supporting, monitoring, reporting and impact evaluation processes
- Actively contribute to the charity's influence and advocacy work promoting the voice and best interests and rights of older people
- Undertake any other roles or responsibilities that may be reasonably required within the scope of the role

Person specification

Criteria	Essential	Desirable	How identified & assessed
Knowledge / Skills			
Be a strong writer, with excellent all-round communication skills and confidence working across teams and disciplines.	✓		Application and test
Strong understanding of how to translate evidence, research and evaluation into compelling digital content, as well as using scheduling software to publish that content (e.g Buffer and Mailchimp)	✓		Application and test
Excellent skills in CMS (e.g Drupal) and understanding of SEO and GEO strategies.	✓		Application and test
Confident in creating social media ad campaigns (such as Meta and LinkedIn) that deliver good ROI.	✓		Application and test
Knowledge of using creative packages to design branded content including Canva, InDesign, Photoshop. Knowledge of video editing for social media is also desirable	✓		Application and test
Expertise and active interest in using AI and other emerging digital approaches to improve performance and increase reach and engagement among target audiences.	✓		Application and interview
Experience			
Proven experience (3+years) managing a range of channels (website, social and digital) for an organisation, including demonstrable impact of how you've expanded the reach of said channels.	✓		Application and interview
Experience in managing contracts, suppliers and agencies, as well as budgets	✓		Application and interview
Experience in tracking and measuring digital outputs and refining activity as required through GA4/google analytics, and other monitoring tools (and communicating these insights to relevant teams)	✓		Application and interview
Demonstrable understanding of and experience in developing content which complies with accessibility standards and requirements of GDPR	✓		Application and interview
Comfortable working with senior stakeholders on larger scale projects	✓		Interview
Experience in managing people	✓		Application and interview
Experience of working for a non-profit organisation		✓	Application

Personal qualities			
Strong interpersonal skills, an effective team player and the ability to work collaboratively with peers	✓		Interview
Highly organised and takes a planned approach to work	✓		Interview
A demonstrable commitment to Equality, Diversity and Inclusion (ED&I), and a willingness to learn about and engage in these issues on an ongoing basis	✓		Application Interview &