

JOB DESCRIPTION

DIGITAL ADVERTISING SPECIALIST

Reports to: Marketing & Communications Manager

Staff reports: No direct staff reports.

Working Hours: Full time (35 hours per week).

Salary: £32,750 - £34,750 per annum + excellent benefits

Location: Based at Trees for Cities office in Kennington, SE11

PURPOSE OF JOB

Working as a key member of the Marketing, Communications and Individual Giving Team (MC&IG), you will help amplify the vision and mission of Trees for Cities, and work with internal teams to target and engage specific audiences in line with our three-year organisational strategy, [The Turn of Trees](#).

You will work with the Marketing & Communications Manager to create, manage, and optimize new and existing media campaigns for Paid Search (including Google Ads Grant), Paid Social (Meta, Twitter, and LinkedIn), Display Advertising and lead on ideas for other new opportunities.

You will also play a key role in supporting the Individual Giving Team to deliver the aims and objectives of the three-year Individual Giving Strategy, supporting an annual calendar of fundraising campaigns. You will manage a dedicated paid advertising budget, track and optimise activity and report on success to deliver a healthy ROI.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

You will be responsible for providing comprehensive paid digital advertising support to the Marketing, Communications and Individual Giving Team and lead various cross-organisational programmes and initiatives - helping to strengthen the execution of our integrated marketing & communications plans.

In addition to applying your experience in planning, delivering, and evaluating digital campaigns, this is an exciting opportunity to use your creative flair, creativity and copywriting skills to have a significant impact as we implement and coordinate a new digital direction for the charity's external paid communication efforts.

WHAT YOU'RE RESPONSIBLE FOR

- Create, manage and optimize new paid media campaigns for Paid Search (including Google Ads Grant), Paid Social, and Display Advertising as well as advising on new opportunities.
- Build and manage a new paid advertising function to support the existing social media strategy for Trees for Cities campaigns and awareness moments.
- Support integrated digital marketing and communication campaigns designed to increase the reach and reputation of the charity against agreed KPIs.
- Work with the website and content lead to track and analyse paid advertising campaigns and identify opportunities for optimization.
- Use Google Analytics, Google Search Console and other web data analysis tools to report on campaign performance, take key learnings and apply them to future campaigns.
- Manage a dedicated paid digital budget, maximizing ROI.
- Create engaging digital content and ensure it aligns with the key messages of the wider organisational strategy.
- Work with each internal team to understand how paid digital advertising can best support day to day activities in line with the wider Marketing and Communications' digital plans.
- Support the Marketing Communications Manager to maintain consistency of brand and message across online marketing and communications.
- Review all social media channels and conduct post-campaign analysis to inform future decisions and campaign planning.
- Manage a budget for social media promotion of boosted posts to key audiences.

HOW WE WILL MEASURE IT

- Increased income through paid digital advertising channels.
- An increase in traffic generated to the charity website.
- Conversion of web traffic supporters into regular and one-off donations
- Growth of social media channel engagement with a focus on CTR and CPA.
- Quality, accuracy and completeness of campaign reporting.
- Positive feedback from our donor supporters.

WHAT YOU WILL DELIVER

- Develop and deliver paid digital fundraising and communication campaigns across Paid Search (including Google Ads Grant), Paid Social (Meta, Twitter, and LinkedIn), and display advertising.
- Work with departments across the organisation to support the targeting of key audiences relevant to the goals and objectives of the Turn of Trees strategy.
- Support the MC&IG team to deliver engaging paid advertising content to support the key objectives of the Trees for Cities Engagement and Marketing Strategy.
- Plan, create and schedule paid content for social media (Facebook, Twitter, LinkedIn, Instagram) using Meta's Ads Manager tool and other relevant ad management tools.
- Utilise Google Analytics and manage the Google AdWords Grant to monitor and report on the effectiveness of the charities' website and SEO.
- Liaise with freelance designers, suppliers and copywriters to produce online assets and materials connected to key annual campaigns and moments.
- Attend events where digital support and social media activity is required.

EXPERIENCE, KNOWLEDGE AND SKILLS REQUIRED

	Essential	Desirable
Experience in building and managing a digital strategy with knowledge of paid, owned and earned digital communication channels	Y	
Experience with creating and delivering engaging content and stories to engage the public in the organisation and its mission to improve lives by planting trees in cities	Y	
Experience of producing marketing materials including writing copy and working with designers (publications, leaflets, display materials, adverts)	Y	
Strong project coordination and development skills, with the ability to multi-task, problem-solve and monitor the delivery of campaigns and projects on budget against ROIs	Y	
Efficient IT skills, including usage of website CMS, marketing analytics, tracking, social media marketing and email marketing tools	Y	
Excellent verbal and written communication skills. A confident communicator with the ability to engage a wide variety of project partners	Y	
Must be someone who is able to work on own initiative but also enjoys working as part of a team	Y	
Exceptional written and verbal communication and copywriting skills and a keen eye for detail	Y	
Able to manage time efficiently and to multi-task whilst working to deadlines	Y	
Knowledge of and experience delivering search engine optimization (SEO).		Y
Knowledge and experience with popular design management systems (CANVA desirable)		Y
Ability to plan and implement integrated marketing and communications plans and campaigns.		Y
Experience in line management and the ability to train and upskill others in the team and wider organisation on key marketing, communication and branding topics		Y

This job description is not exhaustive and is liable to review following discussions with the post holder. The post holder will be expected to undertake any other reasonable duties as requested by his/her manager.

The post holder may also be required to travel to towns and cities across the UK on occasion, particularly during the planting season (October to March) to support tree planting community events.

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all staff and volunteers to share this commitment.

STAFF BENEFITS

- 29 days annual leave in addition to public holidays
- Annual half day birthday leave
- Pension: Employees are required to make a minimum 3% contribution with Trees for Cities' making an enhanced 5% employer's contribution. Trees for Cities also offers the option to match additional contributions up to a further 2%.
- Parental Leave: Enhanced Maternity Pay
- Enhanced Occupational Sick Pay: 3 days full pay during probationary period which increases to 10 days full pay after successful completion of probation (pro rata for part time staff and staff on fixed term contracts)
- Company Paid Healthcare with Simply Health
- Staff Socials (annual Staff Appreciation Day and End of Year Celebration)

Once salaried employees (permanent or fixed term) have successfully completed their probationary period, they are entitled to the following additional benefits:

- Professional development training budget
- Moving day allowance (up to one day per year in addition to their annual leave entitlement)

- Cycle to Work Scheme
- Employee Volunteering Day (one day)
- Career breaks in addition to annual leave:
- For all employees who have been with the Charity for 3 years or over – to keep their job open for a period of one month without pay
- For all employees who have been with the Charity for 6 years or over – to keep their job open for a period of six weeks and receive 20% of their monthly pay
- For all employees who have been with the Charity for 10 years or over – to keep their job open for a period of six months and receive 20% of their monthly pay

Please note we are unable to provide visa sponsorship for this role, you must therefore have valid a right to work in the UK to apply to this role.