

Engage Britain

**Digital and Social Media
Marketing Manager Application
Pack**

Job Ref: EBDM009

Dear Applicant,

We are delighted that you are interested in joining Engage Britain. This is an exciting charity with funding to allow us to plan over a five-to-ten-year period.

We are building up our team and have already made appointments in various areas including communications, digital, projects and operations and are now looking for an exceptional Digital and Social Media Marketing Manager to join us.



Engage Britain has been set up to bring together people from across the country to find ways forward on the biggest challenges we face; challenges that affect everyone. We know that things like access to health and care services, how we recover from the effects of Covid-19 and ensuring opportunities for families living in poverty are hugely important, and that issues like immigration may split opinions. Sometimes challenges of this scale feel unsolvable; too big or too divisive to tackle. But we think the opposite. We believe that the people of Britain can and will come up with ways forward, by working together, trusting each other and learning from others.

Engage Britain will bring people together to share their skills, knowledge and experiences, and find answers to these challenges. But we won't stop there. We'll then work with people – communities, citizens, practitioners, politicians – to make these ideas happen. Ultimately, our ambition is to make Britain a better place for us all to live.

We are a flexible employer and welcome applications from candidates who might want to work flexibly. We are particularly interested in hearing from candidates who are based across the UK.

If, having considered this brief, you believe you have the skills and qualities we are looking for, we very much look forward to hearing from you.

Julian McCrae
Director

About Engage Britain

Our approach

Engage Britain will put people at the heart of policy development, ensuring that those who are affected by policies can contribute their knowledge and experiences to their creation. Great ideas come from combining our different views, knowledge and experiences, so we'll bring people together to talk and listen. Where voices have been excluded or unheard, we'll make sure we're all equally involved in finding answers. Where the problem is rooted in our differences of opinion, we'll work together to build on the things we agree on.

As ideas emerge, we will test these ideas, learn from and re-test them until everyone is confident they will make a positive difference. And then we'll work together – with citizens, practitioners, communities and politicians – to make them happen and use them to improve people's lives.

Our differences are not something to be feared; our differences will enable us to create imaginative, practical and radical answers to the problems our country faces.

Our work

How we approach the challenges our country faces needs to change – and fast. We believe that the people of Britain hold the answers. In local communities across our country, people are already providing radical, simple answers to tackle seemingly impossible problems. We need to transfer this energy and ingenuity to tackling the challenges facing the entire nation. The people of Britain understand the challenges we all have, and great ideas come from combining our different views, knowledge and experiences. By working with and learning from each other, we can together develop new solutions to our greatest challenges and make Britain a better place for us all to live.

In 2021, Engage Britain will start work on our first challenge. 'Health and care' has been identified as the top challenge facing the country through work Engage Britain has done with a variety of audiences. Our success will depend on those directly affected by the issues being central to our work. We will work in partnership with service users and practitioners, and with think tanks, advocacy organisations, academics and others in the health and care sector. At each stage of the project we will test emerging solutions with members of the public, practitioners, experts, politicians and policy-makers, so we ensure that they have mass appeal, are practical, implementable, affordable, and have political traction.

Our vision

Within three years, Engage Britain will:

- Have proved the power of a new approach to policy making, with people engaging with each other to develop ways forward
- Have developed credible and inclusive ways forward, and have worked with others – whether charities, practitioners or the public – to bring them about
- Be at the centre of a network drawn from every level of society – people who share an interest in making Britain a better place for us all to live

Culture

Culture Engage Britain is committed to creating a culture where people from different backgrounds and cultures can come together to share their views and voice. We see difference – both in our work and in our employees – as a strength, so we actively encourage applicants from all ethnicities, political backgrounds and locations across the UK, those with or without a university education, as well as people who identify as LGBTQ+ or

people who may have disabilities, to apply for roles. We are also a family friendly organisation and are open to different flexible working arrangements from people across the UK. We very much look forward to hearing from you.

Find out more

You can find out more about us at <https://engagebritain.org/>

Role profile

We are looking for a Digital and Social Media Marketing Manager to be responsible for the strategy and delivery of our digital and social acquisition campaigns. Over the next three years we are looking to engage with thousands of people across the UK, and this role will play a pivotal part in generating interest and engagement in Engage Britain and the projects we are working on. The role will be heavily focused around the targeting delivery of advertising within platforms including Facebook, Twitter, Instagram and Google. You will be responsible for the day-to-day management, building, and activation of paid social campaigns, continuously gauging performance and working on optimisations. You will also work closely with our Digital Content Editor to develop targeted and engaging content to suit relevant platforms.

Job Description

- Set up, plan and implement Engage Britain's paid social and digital outreach
- Lead on paid social optimisation and reporting, analysing ongoing results to identify trends and insights. Provide insight to the wider team to reflect goals, and share learnings on how this will link to SEO
- Work closely with the Engage Britain project team to set-up, deliver and optimise day-to-day paid campaigns (ads creation, keyword mining, targeting and tracking) to fit the needs of the projects
- Work within budgets and manage spend on paid social and digital campaigns
- Work closely with the wider organisation to help identify content to reach new audiences and drive traffic to our website
- Use your knowledge and insight to provide initial thoughts to messaging and positioning for paid content.
- Be comfortable working with data and communicating results and next steps to the wider organisation as appropriate
- Seek innovative ways to test and develop new initiatives that will improve performance now or in the future through all paid social channels
- Develop first drafts for ad copy, which can be refined by Digital Content Editor
- Desire to work within a fast-paced start up environment.

This job description is a broad summary of the role; it does not cover every task which may arise within the post at various times. The postholder will be expected to work flexibly and carry out other duties as required from time to time. The role will also entail some travel, within the UK.

Person Specification

Please note that we expect candidates to demonstrate some, but not all, of the below capabilities:

Experience and Knowledge

- Solid knowledge of all areas of digital marketing and media
- Demonstrable paid social experience - planning, strategy, targeting, activation, optimisation, and reporting
- Strong knowledge of social platforms' advertising marketplaces, as well as platform owned analytics and insights tools
- Experience of community management on social platforms, and using insight gained to curate ideas and suggest changes to content and copy
- Strong written and verbal communication skills across all platforms, including experience drafting engaging advertising copy for digital audiences and analysing data
- Demonstrable experience building and engaging online audiences
- Expert organisational skills, with great attention to detail

- Good understanding of analytics and reporting, with the ability to make insight-driven decisions
- Passionate about social and digital advertising, the marketplace and technology
- Experience with programmatic display advertising knowledge alongside social media
- An understanding of broader digital platforms and tools, including display and SEO

Behavioural

- Embrace an open culture and communicates well internally and externally
- Willingness to develop an active interest and get involved in wider organisational activities
- Good team player
- Ability to form positive working relationships with a range of stakeholders
- Ability to work in a high paced changing environment
- Demonstrable passion and commitment to Engage Britain's mission and values

Further information

Who can apply:	Applicants must be able to and be entitled to work in the UK and either i) be from the EU or European Economic Area (EEA) and have an entitlement to work in the UK or ii) already hold a relevant work visa
Key dates:	Closing date: Monday 9 November 2020, 09:00. Interviews: late November/early December 2020 (these include first and potential second interviews)
Start dates:	The start date will be as soon as possible following any notice period
Terms:	The successful candidate will join on a permanent contract subject to a three-month probationary period
Salary:	The salary will be up to £40,000 FTE and will be dependent on experience
Benefits:	Engage Britain has a pension scheme which you will be auto enrolled onto when you start your employment with the company. The contribution is a minimum 5% from employees and a fixed 5% from the employer
Working hours:	Standard working hours are Monday-Friday (09:00-17:30) 37.5 hours a week. However, you will on occasion be required to work outside of these hours Engage Britain also welcomes applications from candidates who may wish to work part-time or flexible hours
Location:	We welcome applications from candidates based across the country. Our office is in London and we are open to a flexible location arrangement
Annual leave:	Annual leave is 30 days in addition to the usual bank holidays. Annual leave and bank holidays will be pro-rated for non-full-time posts
Equal opportunities:	Engage Britain is committed to ensuring that all job applicants and employees are treated equally and fairly. We also welcome and encourage applications from a range of backgrounds Engage Britain collects equal opportunities monitoring information with applications. This information is anonymised and is only for monitoring purposes
How to apply:	To apply for this role please click here . You will be taken to the Beapplied online recruitment platform to complete your application. The system will also ask for you to attach your CV (please do not send CVs separately)

NB: If you have a disability and would prefer to apply in a different format or would like us to make reasonable adjustments to enable you to apply, please let us know.

Contact details:

If you have any further questions about the role, please email: recruitment@engagebritain.org and a member of staff will be in touch