Digital Marketing Manager

Information Pack

Applications invited until 9am Monday 16th February

Rafiki Thabo Foundation®

Supporting individuals and their communities in Africa through education that embraces their differing abilities

From the Chair of Trustees

Thank you so much for considering the role of Digital Marketing Manager with Rafiki Thabo Foundation. We hope that this information pack will help you decide whether you proceed with an application – but please get in touch if there is anything else you'd like to know about us as a charity or the role itself. We are excited to have made the first steps on our digital marketing journey but are now looking for someone who can drive this important area of our work forward. We are a small, close-knit team, looking for someone who is the right fit in terms of passion and vision – someone who loves what we do and has the skills to enable us to do more and better – ultimately to benefit the children, young people and communities we work with in Kenya, Lesotho and Uganda.

With very best wishes
Jonathan Uglow, Chair of Trustees

Who are we looking for?

We are looking for a digital marketeer who wants their work to make a difference to the disadvantaged children and young people Rafiki Thabo support in Kenya, Uganda and Lesotho. The role requires a marketing all-rounder with strong digital marketing experience including social media, website, e-mail marketing, Google ads, and CRM analysis.

We are looking for someone who can hit the ground running, with enough experience to take the lead in their role. You may be someone who started out in a more general marketing capacity and then specialised in digital media and who can therefore confidently address the wider areas of marketing and communications while maintain a focus on digital marketing. Perfect for someone at a stage of their career when job satisfaction, doing good, and for whom the rewarding feeling of making a difference brings fulfilment. You may be looking for a better work/life balance working reduced hours or be returning from a career break. You may also be a freelancer looking for a lovely client to add to your portfolio.

This is the role for you if you like the idea of having flexibility, autonomy and opportunity to help shape the future of our digital marketing and supporter journeys alongside our Head of Fundraising, with the freedom to use your creativity. You will be part of a new direction for a small charity with great aspirations – instrumental in driving growth through optimised stewardship and external visibility.

Working in a small team, you will need to be flexible and have a can-do attitude, but you will benefit from being part of a nimble organisation where decisions can be made quickly and adaptations made, without having to jump through bureaucratic hoops. You will also benefit from flexible, remote working.

We might be small but we are mighty! We have punched above our weight over the years with successful gala dinners, a Kilimanjaro trek, a BBC Radio 4 Appeal (and a second one in preparation) and our virtual challenge event Rafiki Relay for Education to name a few. However, we have recognised that our ability to maximise these initiatives post completion has been hampered by lack of staff time. We commissioned an external fundraising strategy review in 2024 and 2025 was a year of re-strategising and adaptation to respond to the increasingly challenging fundraising environment.

Following the recommendations of the review, we have put in place an Individual Giving strategy and see a step up in digital marketing and supporter journeys as critical to our success. We have also recently acquired and populated a CRM system and part of the role will be leading on CRM analytics as part of shaping our supporter journeys and communication.

As our Digital Marketing Manager you will manage digital marketing campaigns, our website, e-mail marketing and supporter journeys, social media management, scheduling and analytics (with reporting), paid social media ads and Google ads. You are an AI adopter and ideally knowledgeable about how AI is transforming search and its optimisation. Ideally you will also support our Head of Fundraising with some content creation and PR, so we are looking for someone who can pull content easily and is confident and skilled at copy. Your tools to perform the role will include our CRM (GoodCRM), META business suite, Google ads and analytics, Canva, and social media scheduling tools.

You will join us at a very exciting time: 2026 will see two major campaigns that you will be integral to: our second BBC Radio 4 Charity Appeal (transmission in June), and our Big Give Christmas Challenge. We also have a fabulous new partnership with Young Art Oxford with the exhibition taking place at The Ashmolean in May. Further to this, it is our 20th anniversary, and we will be adding a couple of challenge events to our 2026 calendar and start marketing a 2027 cornerstone challenge event.

If you like the sound of the role please read on!

About Rafiki Thabo

We are a small charity that support individuals and their communities in Africa through education that embraces their differing abilities through our scholarship programme, Eat Well to Learn programme and school infrastructure development programme. By the end of 2025 we had supported 910 children and young people through education and this year we are proud to support more than 400 scholars, 45 of whom live with a disability. With an education, these young people are empowered to change their future. They have the opportunity to fulfil their potential, secure rewarding well paid jobs, are in turn able to afford sending their own children to school, escape poverty, contribute positively to their local economy and support their local community.

> Without your support, I would not have been able to continue with my education due to financial challenges. You have given me hope, stability, and the chance to focus on my future. Because of your help, I am now able to attend school regularly, perform better in my studies, and work towards my goals with confidence.
>
> **Sonia, Rafiki Thabo Uganda Scholar**

Our Team

We are a small, dynamic team, ambitious on behalf of the children and young people we support and passionate about making a real difference to their lives. Our Director, Janet, and Head of Fundraising, Janne, both work remotely but benefit from the opportunity to meet in person when required as both are Oxfordshire based. Our extended team, through our trading subsidiary ACACIA UK, includes our Retail Operations Manager Laura who looks after our five South Oxfordshire based charity shops, shop managers and volunteers, supported by our Administration and Finance Officer Maite. We are fortunate to have two amazing, passionate patrons in Amar Latif OBE and Harry Baker, as well as advocates Mary-Ann and Jenny. We also have a great team of trustees who support where they can.

More than anything, Rafiki Thabo gifted me the opportunity to wake up every day, knowing that the work I do contributes to our ability to transform the lives of children and young people who without our support would struggle to fulfil their potential and break free of poverty. I left my corporate career for Rafiki Thabo 8 years ago and I haven't looked back. I love out little team, and I love what we achieve!

Janne Pilbeam, Head of Fundraising Rafiki Thabo

Joining this wonderful charity meant that I was joining a purpose-driven organisation committed to making a meaningful difference in the lives of individuals and communities. My role is rooted in compassion, teamwork, and the belief that positive change happens when dedicated people work together"

Laura Horton, Retail Operations Manager ACACIA UK (trading subsidiary of Rafiki Thabo)

In 2023 our patrons Amar Latif OBE and Harry Baker climbed Kilimanjaro to raise funds and awareness for us, joined by two of our graduates Ayiesa and Derek. You can read about their adventure on our website.

What the role entails

In this role, you will lead the planning and execution of digital marketing campaigns and initiatives across all online channels, including the website, SEO/SEM/AI Overviews, social media, supporter stewardship and marketing e-mails, to enhance charity visibility and drive supporter retention and acquisition.

You will manage website content and performance, oversee paid media campaigns, and analyse digital metrics to inform strategy and optimise ROI. Working closely with the Head of Fundraising and Director, you'll ensure all digital activities align with our charity goals and fundraising strategy.

You will manage content creation and social media calendars, deliver targeted email campaigns, and monitor the online reputation of our charity to maintain a strong and positive presence. You will ensure our digital presence drives supporter and income growth by identifying the right audiences, driving engagement and qualifying interest in readiness to move up our supporter funnel.

A focus on data and insights using our CRM is instrumental to the supporter journeys and fundraising funnel and will in addition to the more creative aspects of the role where this insight translates into appealing content and campaigns targeted towards the right audience, be an important part of your day-to-day work.

You will also be responsible for regular reporting and analysis which will guide continuous improvement, while your awareness of emerging trends will help keep Rafiki Thabo current in digital marketing.

Ultimately you will play a key role in our digital marketing and communication activities, creating awareness that converts supporters up the fundraising funnel and be integral to our future growth and success.

Key Objectives

1. Grow online awareness and engagement. Increase the charity's digital presence generally to attract new supporters and among current supporters by creating and sharing compelling content that increases reach, visibility and meaningful online engagement.

2. Retain supporters through stewardship and digital retention activities. Improve donor and audience retention by implementing personalised stewardship journeys, refining supporter communications, and delivering digital experiences that build loyalty, satisfaction and long-term support.

3. Grow charitable income through digital channels. Lead on the development and delivery of digital marketing campaigns generally and in support digital fundraising campaigns—including appeals, donor acquisition and paid digital activity—to increase online giving and help grow sustainable charitable income.

What you'll bring

The ideal candidate will have minimum 5 years' experience in a marketing role with considerable digital marketing experience. We are looking for someone who has experience of a manager level role within a marketing team acquiring a wide set of marketing skills and expertise, including digital.

You will have strong knowledge of SEO/SEM, AI, Google and Meta Ads, email marketing, social media management, and analytics tools such as Google Analytics and Tag Manager. Proficiency with CRM platforms, excellent communication skills, and a creative yet data-driven approach are essential.

Charity experience, confidence and skill at copy and certifications such as Google Ads or Meta Blueprint is desirable.

We embrace inclusivity which means creating an environment where we celebrate our differences and everybody's contributions, regardless of age, gender, race, ethnicity, disability, sexual orientation, social background, religion or belief.

You will find the full Job Description and Person Specification at the end of this Information Pack

Application process

CV and COVER LETTER

Please apply with an up-to-date CV and a covering letter telling us why you're a good fit for this role and why you would like to work for Rafiki Thabo Foundation. We encourage you to share evidence of past digital marketing campaigns you have been responsible for, ongoing digital marketing optimisation that you have led and highlight any social media accounts and websites that you manage/have managed, drawing our attention to any work you are particularly proud of.

CLOSING DATE and TIME

9am, Monday 16th February 2026

INTERVIEWS

Interviews will start w/c 2nd March.

SHOWCASE

If shortlisted for an interview, we will ask you to prepare a showcase. You will receive more detail at the time, but in brief: we have our second BBC Radio 4 Appeal this June. We would like you to present to us a brief overview of the digital marketing campaign you would recommend for this. You will be able to explore our website and social media to see how we ran it in 2022 and use the BBC Radio 4 website and other charities' approaches available online. When you receive your invitation to an interview, you will have the option to book a 30-minute explorer call with our Head of Fundraising to ask any questions about our planned appeal, to facilitate your campaign planning. You will present your showcase during the interview.

REFERENCES

If shortlisted we will ask for minimum 2 references, one should be from you're your latest previous employer (current employer if possible)/ a current client. We will not make contact with them before offering you the role.

START DATE

ASAP ideally, ability to start by 1st April will be seen as a benefit.

Thank you for your interest - we would love to hear from you!

Job Description and Person Specification

Job Title:	Digital Marketing Manager
Reporting to:	Head of Fundraising
Contract:	Part-time. Permanent after 6 months' probation, or freelance
Hours:	15 hours per week plus 4 floating hours per week on demand
Salary:	£27,000 Full Time Equivalent if employed. If freelance, daily rates can be discussed
Location:	Remote (home-based with travel as required)

Job Purpose

We are looking for a digital marketeer who wants their work to make a difference to the disadvantaged children and young people Rafiki Thabo support in Kenya, Uganda and Lesotho. The role requires a marketing all-rounder with strong digital marketing experience including social media, website, e-mail marketing/stewardship and CRM analysis. You will be responsible for the planning, management and optimisation of Rafiki Thabo's digital marketing and communication, playing a pivotal role in growing our online presence, engaging and converting supporters and generating income through creative, high quality digital content and supporter-focused campaigns.

Key Responsibilities

1. Digital Marketing Campaigns and Charity Visibility

- Lead the creation, implementation and optimisation of multi-channel digital marketing campaigns across social media (Instagram, Facebook, LinkedIn and YouTube), website, e-mail and search engines to grow our digital presence.
- Manage live campaign delivery, introducing new content and optimising performance based on real-time data.

- Use your writing skills and creativity to develop engaging content for our digital communications channels, including social media posts, e-mail newsletters, partner school newsletters, website, articles and blogs, ensuring content is on-brand, inclusive and accessible.
- Create and deliver marketing and social media strategies for a variety of campaigns and activities.
- Design print and digital assets when required, building a library of charity marketing assets (e.g. brochures, case studies, scholar quotes, video content).
- Maintain a digital content calendar and coordinate with the Head of Fundraising and the Director for alignment with programme activities and campaigns/events.
- Ensure key activities and messages are aligned to our wider strategy and perform well.
- Ensure all content is aligned with agreed tone of voice and style.
- Monitor and review performance and provide insight and recommendations for evidence-based improvement.
- Use analytics platforms (e.g. Google Analytics, social insights, CRM reporting) to measure impact, understand, evaluate and apply campaign performance learnings.
- Produce regular (monthly or quarterly) reports, dashboards, and delivering analysis and insights that support data driven decision making.
- Ensure all campaigns comply with charity brand, GDPR, and ethical marketing standards.
- Support Head of Fundraising with press release copy and other PR opportunities.

2. Social Media

- Manage the charity's social media channels including Facebook, Instagram, LinkedIn and YouTube, working to increase engagement and conversion.
- Schedule, publish and monitor activity across social platforms.
- Grow engagement and reach through creative content, paid social, trend awareness and ensuring all comments and inboxes are dealt with and responded to in a timely manner (liking, commenting, messaging, sharing).
- Engage with follower community and work with Head of Fundraising to identify and engage with targets, such as philanthropists and major donors.
- Develop a social media strategy and calendar that aligns with the charity's wider strategy, campaigns and events.

- Alongside the Director and the Head of Fundraising contribute engaging copy consistent with Rafiki Thabo's tone of voice and create different forms of content for social media, including statics, reels and stories, tailoring it for different audiences where required.
- Use analytics tools to measure performance and analytics and inform content strategy, report on social media performance (monthly/quarterly).
- Identify and build an understanding of target audiences and trends.
- Investigate and make case for potential adoption of and ongoing development of paid social strategies and campaigns (Google, Bing, Meta) using Facebook Ads Manager.
- Optimise our Google Ads (we have a Google Ads grant)
- Ensure all paid media and tracking activity complies with GDPR, PECR and platform-specific advertising policies and are aligned to our Data Protection Policy.

3. Website management and content delivery

- Work with the Head of Fundraising and the Director to update, create and manage strong, audience-led web content with great user experience, ensuring website (for which we use WordPress) is accurate and up to date.
- Ensure content supports both SEO and AI optimisation and improves visibility, engagement and conversion.
- Content optimisation via keyword optimisation/tracking/research, metadata updates, Search Console analysis, Google Analytics analysis.
- Develop ways to increase web traffic through SEO, AI and backlinking. Understanding of the impact of AI, AI Overview optimisation and how it is transforming search and impacts SEO optimisation. Knowledge of what it takes to be featured in Google's AI Overview, ChatGTP, etc making AI trust and cite our charity as a source.
- Dependant on the successful applicant, potentially write copy for and run a regular blog.
- Regularly upload news items sharing the charity's activities.
- Edit and publish scholar and campaign/event stories.
- Work with Head of Fundraising to keep event and campaign listings up to date.
- Monitor website analytics and help identify opportunities for user experience improvements.
- Use Google Analytics and other tools to provide insight to allow for evidence-based improvement.
- Manage and optimise our Google Ad Grant campaigns.

- Implement and manage tracking and attribution tools, including Google Tag Manager and Google Analytics.
- Provide analysis and reports.

4. Supporter journeys – CRM, automation & data management – e-mail marketing

- With some support from our administration function, ensure that supporter records in Rafiki Thabo's CRM system are kept up to date in order to track supporter engagement and ensure seamless relationship/stewardship management. Ensure contacts are tagged, segmented and kept up to date.
- Work with Head of Fundraising in developing supporter segmentation, A/B testing, and automation to improve supporter journeys and engagement.
- Work with Head of Fundraising to build, maintain and refresh the supporter segmentation using GoodCRM and online tools.
- Support Head of Fundraising with utilisation of CRM automation tools and workflows and monitor supporter journey stages – in order to embed fully supporter led engagement as part of Rafiki Thabo's Individual Giving strategy.
- Together with Head of Fundraising, plan, create and execute engaging email supporter journeys for the different Personas at different stages of their supporter journey.
- Work alongside the Head of Fundraising and the Director on email marketing using Mailchimp in conjunction with GoodCRM.
- Lead on content and circulation of regular supporter newsletters, working alongside the Director and the Head of Fundraising.

5. Team collaboration, personal and role development, logistics

- This job description is not all encompassing. We are a small team, and during certain intense campaigns or events, we all need to show reasonable flexibility and work on tasks outside of our immediate role remit. This may also at times mean supporting events and supporter engagement, occasionally during evenings or weekends. Some travel may be necessary to meet the above or other commitments: expenses will be covered for any journeys over 15 miles.
- Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated to reflect appropriate changes.

- Maintain up to date knowledge of digital marketing tools and marketing practises, share insights, performance learning and best practise with the Director and the Head of Fundraising, alerting them to new trends and make recommendations for upgrades as required.
- Represent the charity in online forums, professional social media groups and other opportunities that arise, to enhance reputation and awareness for Rafiki Thabo Foundation.
- Act with integrity at all times, protecting the charity's reputation.
- Support a culture of accountability, performance excellence and growth.
- Flexibility in working arrangements, with hybrid*/remote working options available. (*at our Abingdon charity shop).

Person Specification

AREA	REQUIREMENT	DESIRABLE
Experience and Skills	At least five years in a marketing role/s with specific experience in digital media marketing	University degree (marketing or other relevant degree)
	Experience of developing, managing, delivering and optimising digital marketing campaigns across social media, search, website and e-mail to drive brand awareness, lead generation, supporter engagement	Professional marketing qualifications, such as Chartered Institute of Marketing (CIM) qualifications
	Proven experience applying paid media channels, including Meta Ads Manager, Google Ads and YouTube and other digital platforms, with a focus on performance and audience engagement	Demonstrate evidence of continuing professional development

AREA	REQUIREMENT	DESIRABLE
Experience and Skills	Strong understanding of campaign optimisation, including A/B testing, performance analysis and content iteration	Experience of marketing for the charity sector
	Knowledge of and ability to create SEO driven content and maximise AI visibility to improve search rankings and organic traffic, with a desire to improve visibility and engagement	Experience working with CRM for supporter segmentation and supporter journeys. Ideally experience working with GoodCRM specifically
	Hands-on experience using analytics tools such as Google Analytics, Looker Studio and Google Tag Manager to monitor and optimise performance	Familiarity with data analysis and impact reporting in fundraising
	Understanding of tracking implementation, including the use of pixels and consent management tools with attention to compliance	Experience working with WordPress
	Hands-on experience of website management	Experience working in a small team
	Experience devising social media strategy and advertising campaigns to reach new audiences	Advertising and PR experience
	Nurturing new and existing supporters through excellent supporter engagement via social media	Budget setting and management

AREA	REQUIREMENT	DESIRABLE
Experience and Skills	Knowledge of scheduling software (e.g. Smarterqueue, Sprout, Hootsuite, Buffer), e-mail marketing and automation tools (Mailchimp), social media advertising (e.g. Meta ads, Linked In ads) design software (Canva)	AI literacy: knowledge, customise, build and agentic and an interest in upskilling our team on AI understanding and adoption
	Experience writing copy for social media, websites and e-mail marketing	Producing reports with actionable insights to guide marketing, stewarding and fundraising decisions
	Proficiency in using CRM systems in conjunction with automated marketing tools and building CRM dashboards to track KPIs and engagement.	
	Producing reports with actionable insights to guide marketing decisions	
	Strong knowledge of MS Office (Excel, Word, Publisher & PowerPoint) and Canva	
	Excellent IT, administrative and analytical skills	
	Awareness of GDPR, PECR, and platform-specific compliance requirements in digital marketing	
	Delivering all marketing activity within an agreed budget	

AREA	REQUIREMENT	DESIRABLE
Personal Attributes	Proactive and responsive to changing social media and digital environment, particularly in the third sector	Ideally based in Oxfordshire to enable in-person meetings
	Strong organisational skills, with the ability to manage multiple priorities, campaigns and deadlines effectively. Ability to prioritise conflicting demands and tight deadlines under pressure	
	Excellent communication, collaboration and interpersonal skills, with the ability to work effectively with others and inspire and engage supporters	
	Self-sufficient, self-motivated, proactive self-starter experienced at working on own initiative with a conscientious work ethic	
	Experience and effective discipline working remotely	
	Empathetic and supporter-focused	
	Committed to continuous learning and sector best practices	
	Creative and proactive, with a passion for digital marketing and a drive to innovate and improve	

AREA	REQUIREMENT	DESIRABLE
Personal Attributes	Meticulous attention to detail	
	'Can-do' attitude; desire to use initiative and seek continuous development	
	Confident, creative and open minded	
	Flexible and positive to the occasional need to work longer/outside of hours to meet critical project deadlines	
	Commitment to Rafiki Thabo Foundation's values and knowledge of (and passion for) its charitable activities	

Further questions?

We hope our information pack provides a full and clear picture of who we are, what working with us is like and who we are looking for, but if you do have further questions please contact our Head of Fundraising Janne Pilbeam at janne@rafiki-foundation.org.uk

Rafiki® Thabo Foundation

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