



Job Description and Person Specification Digital Marketing Manager

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 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 marketer 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 & skills	<ul style="list-style-type: none"> • At least five years in a marketing role/s with specific experience in digital media marketing • 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 • 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 • Strong understanding of campaign optimisation, including A/B testing, performance analysis and content iteration • 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 • Hands-on experience using analytics tools such as Google Analytics, Looker Studio and Google Tag Manager to monitor and optimise performance • Understanding of tracking implementation, including the use of pixels and consent management tools with attention to compliance • Hands-on experience of website management • Experience devising social media strategy and advertising campaigns to reach new audiences • Nurturing new and existing supporters through excellent supporter engagement via social media • 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) • Experience writing copy for social media, websites and e-mail marketing • 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 	<ul style="list-style-type: none"> • University degree (marketing or other relevant degree) • Professional marketing qualifications, such as Chartered Institute of Marketing (CIM) qualifications • Demonstrate evidence of continuing professional development • Experience of marketing for the charity sector • Experience working with CRM for supporter segmentation and supporter journeys. Ideally experience working with GoodCRM specifically • Familiarity with data analysis and impact reporting in fundraising • Experience working with WordPress • Experience working in a small team • Advertising and PR experience • Budget setting and management • AI literacy: knowledge, customise, build and agentic and an interest in upskilling our team on AI understanding and adoption • Producing reports with actionable insights to guide marketing, stewarding and fundraising decisions

Personal attributes	<ul style="list-style-type: none"> • Proactive and responsive to changing social media and digital environment, particularly in the third sector • 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 • 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 	<ul style="list-style-type: none"> • Ideally based in Oxfordshire to enable in person meetings
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