

Digital Marketing Advisor Job Description

Job Title:	Digital Marketing Advisor (Fixed Term Contract)
Salary:	£47,845 pa or £ 28,707 (pro-rata equivalent for 21 hours)
Reporting to:	Head of Communications with a matrix line to the Head of Funding and Partnerships
Contract:	Fixed-Term – 6-month placement with the possibility of an extension (to support the recruitment process and onboarding off a permanent Advisor)
Hours:	A minimum of 21 hours/week (with the possibility of increased hours up to 35 hours, subject to further discussions; however, we do encourage you to apply for this position if you meet the criteria for this role)
Location:	UK (Homeworking) - with mandatory attendance at quarterly in person All Team Day in London (travel at own expense)
Key working relationships	Funding and Communications Team, Programme Advisors, Finance team and external agencies



Unlimit Health

Unlimit Health is an international organisation working to end parasitic disease. We work closely with affected countries, sharing evidence and expertise to eliminate preventable infections. Our purpose is to support people to live healthy lives, free from limiting disease.

Our vision is for resilient systems that sustain good health, so everyone everywhere can reach their full potential. We achieve this by working across multiple sectors in numerous countries to deliver effective and robust health programmes that have a lasting impact.

We were founded in 2002 with a £20m grant from the Bill & Melinda Gates Foundation, and started life as a research group, the Schistosomiasis Control Initiative, within Imperial College London. Consistently ranked globally as one of the most cost-effective nonprofit initiatives, we have received significant funding since our inception including from the UK Department of International Development (DFID), USAID and philanthropic investors.

What we do

Our work includes:

- Evidence-based disease elimination support
- Cross-sectoral health systems strengthening
- Building collaborative partnerships

Our main area of focus is the elimination of schistosomiasis and soil-transmitted helminthiasis (intestinal worms). Endemic infections of these parasitic worms are found in some of the world's most marginalised communities, and they can have a hugely detrimental effect on individuals, including:

- Reduced productivity
- Internal organ damage
- Impaired child development
- Reduced school attendance
- Increased risk of HIV in women
- Infertility



Unlimit Health Values

We expect all employees to abide by our Code of Conduct that sets out the principles that everyone who works at Unlimit Health must follow. Our three values underpin everything we say and do:

Equality - We are a small and dynamic team in which every staff member's contribution is crucial and equally valued

Inclusion - We are working towards a fairer world where no-one is left behind.

Transparency - We believe that openness and transparency create trust and a culture of continuous improvement

Purpose of the post

The role

Unlimit Health is looking for a dynamic Digital Marketing Advisor to provide interim cover for the recent vacant position of Digital Marketing and Donor Engagement Advisor, pending completion of the full-time recruitment process.

During the fixed term placement, the employee will be responsible for delivering the following activities to maintain ongoing digital operations and ensure continuity of planned and scheduled work.

Key Responsibilities

Website

- Support delivery of content across digital channels, including publishing news, blogs and case studies provided by the Communications team; maintaining and updating website homepage and news sections; and rolling out approved content across relevant social media channels.
- Continue the planned website refresh and structural improvement, working collaboratively across Fundraising and Communications to coordinate content review and update pages as required.



Social media

- Create audience-led and on-brand social media content and ongoing engagement with agreed audiences.
- Monitor social media channels for engagement, including tracking mentions of Unlimit Health and relevant sector activity, and respond to or amplify content where appropriate to support organisational visibility and engagement.
- Work with the Communications Advisor to package content for key dates and evergreen content, including explainers and human-interest stories based on the strategic content plan.

Digital Marketing

- Design and build regular six-weekly email communications with supporters based on content provided by the Fundraising and Communications team; coordinate with the Fundraising team to finalise the appropriate supporter data lists for distribution.
- Provide support for our work with partners with bulk email activity, including designing and/or deploying email communications, or coach a representative to deliver campaigns independently.
- Deliver the annual supporter survey via bulk email, with segmentation by donor and sector audience, and report on the results.
- Complete digital delivery of the April regular donor matched recruitment and uplift campaign, including building and optimising donation infrastructure on the website and implementing an email sequence to supporters, working closely with the Fundraising team on content and data segmentation.
- Deliver the digital components of the Donor Insight and Acquisition Programme, including support for the development and execution of paid social media campaigns, and provision of performance analytics and reporting and supporting the development of donor recruitment strategy based on donor data.
- Complete digital delivery of the June matched funding campaign, including building and optimising donation infrastructure on the website and implementing an email sequence to supporters, working closely with the Fundraising team on content and data segmentation.

Digital analytics and infrastructure

- Share data analytics reports for the website, social media, and email.
- Quarterly audit of cookies to ensure website privacy policy is correct and liaise with Head of Legal to ensure compliance.
- Identify and take appropriate action on technical issues relating to the organisation's websites or domains, coordinating with external website developers (Atomic Smash) and IT provider (LightPath) as required to ensure timely resolution.



- Attend meetings to discuss SEO, Google Ads, analytics tracking and dashboards, and follow up on agreed actions to ensure effective implementation and optimisation.

Who are we looking for?

Essential skills:

- Relevant professional experience in marketing and fundraising, including design and implementation of digital Individual Giving fundraising campaigns
- Significant experience dedicated to social media engagement including content creation
- Strong experience managing websites built on Wordpress,
- Experience of MailChimp and/or other email marketing platforms
- Experience of using Canva for design
- Strong knowledge and experience of content management systems in particular SEO, digital analytics platforms, data capture, monitoring and tracking.
- Strong written and verbal communication skills - in particular the ability to summarise specialist subject matter in plain English and present appropriately for digital channels
- Experience of working across teams and managing work in pressurised situations without sacrificing quality of work or attention to detail. The ability to organise workload and meet competing priorities.
- Strong interpersonal skills, proactive, positive and creative attitude to problem solving and the ability to manage internal and external stakeholder relationships.
- Track record of planning, implementing, measuring, and reporting on social media strategy and campaigns
- Applied knowledge of harnessing data insights to measure and report on campaigns and inform content strategy.

Desirable:

- Sound project management experience
- Experience using Hootsuite or similar social media management platform
- Experience of using CRMs in particular Raiser's Edge
- Experience of web support and working with digital agencies
- Understanding of audience segmentation/ how to target key audiences.
- Graphic design and/or video editing skills, ideally with experience across the Adobe Creative Cloud
- Prior experience and knowledge of global health



What can you expect from us?

We're a team of people passionate about creating a world free of preventable disease. Day-to-day life at Unlimit Health is fast paced but fun. We place great importance and value on working respectfully within the team and in partnership with our partners globally. Whilst many of us travel abroad frequently, we regularly get together, whether to socialise in support of healthy working relationships, or more formally to benefit from one another's skills, knowledge and experience.