



TERRENCE HIGGINS TRUST

At Terrence Higgins Trust we know that equity, diversity and inclusion is critical to the work we do.

We are striving to be an anti-racist, anti-sexist organisation and are committed to having a workforce with people from different backgrounds. It is the responsibility of each one of us to create an environment of inclusion and belonging within our organisation. Our work has to be internal first so it can impact on all that we do for all the communities who use our services.

We're looking for a Digital Marketing & Automation Officer with a background in delivering and optimising engaging digital campaigns, with experience of paid media, email marketing and automation, and social media, to join our friendly, agile and expert Digital team.

As the Digital Marketing & Automation Officer, you will create, review, optimise and report on digital marketing campaigns including paid social and search, and email marketing and automation. You will support AI and automation work including building and testing workflows, as well as acquisition, retention and optimisation activities, helping ensure our digital activities meet our strategic objectives, digital goals and audience-needs.

JOB DESCRIPTION

Job Title	Digital Marketing & Automation Officer
Reports to	Digital Marketing Manager
Salary grade	D38
Hours of work per week	35
Geographic remit	UK-wide
Where role can be based	Hybrid working within the UK

Job purpose: To deliver digital marketing and automation activities as instructed, effectively building, optimising and reporting on high-performing campaigns across digital channels, supporting automation work and acquisition, retention and optimisation activities, as well as providing cover to the team.

Main duties of the role:

1. Assisting with digital marketing and automation activities including paid advertising, email marketing and automation, social media support to services and building workflow automations, in line with relevant policies and guidelines.
2. Support the team to maximise digital performance in support of the delivery of the charity's strategic plan, including acquisition, retention and optimisation work.

3. Support day-to-day digital marketing activities, working closely with other teams, external agencies and contractors, triaging requests, offering advice to internal clients and escalating where appropriate.
4. Plan, monitor and report on digital marketing campaigns, ensuring they are delivered on time, to budget and to a high standard, adhering to the charity's strategic plan, policies and guidance.
5. Supporting the Digital Marketing Manager to plan, buy, monitor and report on digital advertising campaigns.
6. Help monitor digital marketing platforms' health, identifying and proposing improvements to performance.
7. Build, quality assure and optimise marketing emails, supporting colleagues to improve the effectiveness of their emails and ensure compliance with brand and accessibility guidelines.
8. Build, quality assure and optimise marketing automations in support of supporter and service user stewardship.
9. Support work to gather requirements, map end-to-end processes and build AI and workflow automations, working closely with the team, internal stakeholders and external partners, and in line with policies.
10. Schedule, quality assure and approve social media posts, supporting colleagues to improve the effectiveness of their social media activities and ensure compliance with brand and accessibility guidelines in line with our strategies and policies.
11. Support delivery of our cross-platform digital content strategy and plans.
12. Support digital co-production and user insight tactics, in relation to our digital activities.
13. Support colleagues to resolve digital marketing and automation issues and ensure the continuity of digital marketing delivery.
14. Help develop and deliver guidance, documentation and training resources for digital and fundraising platforms, tools and strategies.
15. Support management of user access to our digital platforms ensuring new users and leavers are processed in a timely manner, and external partners' access reflects data sharing agreements and security policies.
16. Provide cover for shared mailboxes and Asana requests, helping ensure requests/enquiries are handled promptly and to a high standard.
17. Help ensure the Digital team's work complies with relevant laws, standards and regulations, including data protection, libel and copyright laws. Ensuring completion of data access and deletion requests.
18. Providing administrative support to the team and assisting with the operation of digital platforms including a Digital Asset Management system (DAM), Content Management System (CMS) and fundraising platforms.

PERSON SPECIFICATION

Experience/Skills		Essential/ desirable	Assessment method
1	Experience of working within a Digital, Fundraising or Marketing team.	E	A/I
2	Experience using a range of digital social and search advertising platforms such as Meta business and Google Ads and managing paid campaigns.	E	A/I
3	Understanding of the basic principles of good creative design and accessibility in the context of campaigns.	E	A/I
4	Experience using an email marketing platform, ideally DotDigital, and effective building and reviewing marketing emails.	D	A/I
5	Experience building automation tools to automate email journeys and workflow tasks, e.g. Power Automate Process and Copilot Studio	D	A/I
6	Experience managing social media in a corporate setting.	D	A/I
7	Able to write and edit engaging campaign and informational web content	E	A/I/T
8	Experience with social, email and web analytics including dashboards and conversion tracking.	E	A/I
9	Experience building and optimising email marketing automations.	D	A/I
10	Understanding of the basics of how artificial intelligence is being used in corporate settings is evolving, opportunities and risks.	D	A/I
10	Experienced user of Microsoft Office	E	A
11	Excellent written and verbal communication skills, including use of Plain English	E	A/I
12	Ability to work productively as part of a team and with internal clients	E	A/I
13	Excellent organisational skills and ability to prioritise personal and team workload	E	A/I
14	Communications, marketing or digital qualification	D	A
15	Basic understanding of the principles of data protection, copyright and libel	D	A

Criteria assessment methods: Application = A; Interview = I; Test = T