



Digital Marketing & Communication Support Officer

Working hours: Part-time [3 days a week]

Location: Manchester / Stockport

Reporting to: CEO

Communications Team including: Communications Officer, Chief Technical Officer

Salary: £19,000-£21,000 [full time equivalent and based on experience]

About Doctors Worldwide:

Doctors Worldwide is a specialist medical charity based in the UK with a mission to support and collaborate with local communities to build and sustain quality healthcare services in both development and emergency settings. Over the last 20 years we have delivered over 103 medical projects, responded to 13 humanitarian crises and worked in 25 different countries. Together we have impacted more than 3.7 million lives and counting. Access to quality healthcare is not a privilege, it is a human right, and we work towards making that a reality, especially for the most vulnerable communities.

Purpose of the Role:

Over the last 3 years, Doctors Worldwide has actively invested in its public and digital communications platform with the aim of improving its digital presence and fundraising online. Working alongside the Communication's Officer and CTO, the Digital Marketing & Communication Support Officer will be leading on the day-to-day activities of digital marketing, as well as supporting the Communications Officer with developing rich, visual content and campaigns for both online and offline use. Based in the UK office in Stockport, the individual will need to demonstrate a high level of integrity, have an excellent understanding of and ability to apply digital marketing concepts to the life-saving work we do, and a creative flair with excellent attention to detail.

Job Description:

- Lead on building Doctors Worldwide's digital marketing activities through a data driven approach, using paid ads, PPC/Google Ads, CRM and email marketing. This will include continuous management and regular account responsibilities associated with Google Adwords and other search/social platforms, as well as writing engaging ad copy.
- Maintain and monitor keyword bids, monthly budget caps, impression share, quality score and other important account metrics.
- Raise awareness and visibility of Doctors Worldwide to its various stakeholders by supporting the Communications Officer with the creation of content and copywriting for use on various online and offline platforms.
- Support the charity's income growth by leading/supporting with the development of content suitable for offline fundraising, as well as digital fundraising platforms and digital marketing as part of the digital strategy.

- Analyse and keep track of user engagement through Doctors Worldwide’s various online/social media platforms including monthly, quarterly and campaign specific reporting.
- Monitor and evaluate search results and search performance across the major search channels.
- Regularly keep track and analyse metrics/data from Doctors Worldwide in order to work in an informed and responsive way based on donor and audience activities/profiles.
- Manage and regularly update external communications content (awareness campaigns, general health/wellness content etc.) via all online communication platforms such as Facebook, Twitter, Instagram, LinkedIn and website, including donor engagement through e-mail marketing.
- Create social media webcards and graphics to accompany all communications & marketing activities.
- Support the Communications Officer in developing key campaigns throughout the year including Winter/Christmas Campaign, Ramadan Campaign, Charity Day etc.

Essential Skills:

1. Attention to detail – editorial eye
2. Excellent written English and copywriting skills
3. Ability to manage a diverse workload
4. Creative / initiative led in developing online/offline communication campaigns
5. Experience with various digital marketing strategies including SEO, PPC/Google Ads, Paid Social, email marketing, social media management

Key Areas of Responsibility:

- Digital Marketing – email marketing, social media, paid ads (social + PPC), SEO etc
- Market Research/Data-driven marketing & reporting
- Content Development & Copywriting

Person Specification:

Communication Support & Digital Marketing Officer, Doctors Worldwide	Essential	Desirable
<p><i>Character</i></p> <ul style="list-style-type: none"> ● Self-disciplined ● Trustworthy ● Proactive nature, self-driven ● Professional and friendly attitude ● Maintains confidentiality ● Team player 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	

<p><i>Experience</i></p> <ul style="list-style-type: none"> ● At least 2 years' experience in a comms/marketing role ● Proven experience developing and overseeing online and offline content ● Experience of running successful communication campaigns ● Experience using digital marketing strategies e.g., PPC, paid social 	<p>X X X X</p>	<p>X</p>
<p><i>Skills</i></p> <ul style="list-style-type: none"> ● Excellent written communication skills ● Copywriting & digital marketing ● Excellent eye for detail and accuracy – text and design ● Ability to quickly get to grips with new subject areas ● Ability to work with minimum supervision ● Ability to work creatively and proactively and use own initiative ● Strong organisational and time management with the ability to plan and prioritise a diverse workload ● Excellent IT skills ● Ability to edit photographs and create social media webcards/graphics 	<p>X X X X X X X X X</p>	
<p><i>Knowledge</i></p> <ul style="list-style-type: none"> ● Knowledge of what makes a good story, telling a story and communicating impact ● Knowledge or interest in the work of charities ● Knowledge of Adobe packages including Photoshop, InDesign and Illustrator would be an advantage. ● An understanding of social media & digital marketing strategies and how they could be used to promote Doctors Worldwide ● Working knowledge of online systems such as DropInBlog & MailChimp would be an advantage, or ability to learn ● Understanding of international development and health contexts is desirable or ability to learn 	<p>X</p>	<p>X X X X X</p>
<p><i>Commitment</i></p> <ul style="list-style-type: none"> ● To grow, learn and develop in their field of work ● Commitment to stay ahead of the emerging trends, technologies and platforms for effectiveness and organisational development ● Willingness to travel around the UK and internationally ● Passionate and motivated about charity work ● Adopt a holistic approach to their role within the organisation 	<p>X X X X</p>	<p>X</p>

To apply for this post, please email your CV and covering letter [3 pages maximum] demonstrating your suitability to the post to info@doctorsworldwide.org by 9:00am Monday 27th Sept 2021.

Interviews will be carried out on a rolling basis. Doctors Worldwide reserves the right to close the job advert before the deadline if a suitable candidate is found. We recommend applying early to be considered.