

## INFORMATION PACK

### Digital Marketing Lead (12-month maternity cover) Job Description

Thrive's vision is that gardening is actively encouraged as part of personal health and wellbeing management and Social & Therapeutic Horticulture (STH) services are available wherever people live.

We're looking for a marketing expert with a flair for digital marketing to help Thrive reach new support through our website, campaigns and other marketing activities. Managing the Thrive website, you'll be creative, experienced in content marketing and passionate about promoting the positive work that Thrive does to new and existing audiences.

Using a data-driven and audience centric approach, you will deliver creative and impactful marketing and communications for the whole organisation that grows our brand and supports income generation. With a key focus on conversion rate optimisation using our online and offline channels and using data insights and analysis to help inform strategic and operational digital marketing decision making, you'll be supporting the delivery of Thrive's new organisational strategy.

If you are a confident marketer and have experience of working in a communications and marketing environment, we can offer you a rewarding challenge.

#### **Broad Outline of Key Responsibilities –**

- Being the lead for digital marketing across the charity
- Developing audience insights, improving and optimising the user experience and customer journeys
- Leading on key marketing practices and techniques through digital channels including supporter acquisition, data insights, analysis, testing and measurement
- Website management
- Supporting the implementation and integration of platforms for new CRM
- Management of email platforms

#### About You

You will be a highly organised and analytical individual. This role will work across all areas of the organisation, so it is important that you are confident and collaborative in supporting others to incorporate digital marketing into communications and marketing projects and campaigns.

#### Our Values

**Excellence** – We are dedicated to providing the best quality services to everyone we support and collaborate with

**People Focussed** - People are at the centre of what we do as an organisation. We recognise and respect everyone's uniqueness and work with them to fulfil their potential.

**Ambitious** - We believe in the power of Social & Therapeutic Horticulture and in ourselves as an organisation to grow the sector and widen our impact.

**Collaborative** - We understand the value of working with others, knowing we will achieve greater things together than we can on our own.

At Thrive, we care about employee wellbeing. We offer flexible working arrangements to accommodate a good work life balance, competitive leave entitlement and pension, as well as a professional and inspiring working environment.

## JOB DESCRIPTION

<b>Title:</b>	Digital Marketing Lead
<b>Place or base of work:</b>	Office based or hybrid (Office based at our National Office in Reading)
<b>Reports to:</b>	Head of Marketing & Engagement
<b>Direct reports:</b>	None
<b>Salary:</b>	£30,000 FTE, (pro rata part time)
<b>Hours:</b>	35 hours per week (number of hours flexible so please enquire)
<b>Contract:</b>	Fixed Term Contract, 12-month maternity cover

### Purpose of role

You will be working predominantly in the comms & marketing team and in addition, you will support our training, educational and consultancy team as well as fundraising, information service and client services, to develop and optimise user journeys, and maximise use of digital marketing tools and techniques. The role is a critical part of Thrive's new strategy as we move towards a more digitally focussed and data driven approach to marketing, raising awareness and influencing the sector.

### Key responsibilities:

#### **Marketing (including digital)**

- Take the lead in developing insight into our audiences and identify opportunities to develop, improve and optimise the user experience and customer journey
- Analyse key conversion points, optimizing those CTAs across webpages, forms, email, social media
- Develop a UX roadmap for key audiences to improve CRO
- Ensuring automated marketing functions operating within our digital environment perform optimally for user experience and data collection purposes
- Creating and optimising digital advertising campaigns using social media advertising, Google Ads and external platforms to increase engagement and conversions to Thrive's website
- Managing and optimising SEO/SEM/SMO performance
- Managing Email marketing – creating campaigns and automated activity, optimising performance and upskilling colleagues
- Measuring and reporting of all digital activities– regular website and marketing campaign analysis using Google Analytics, Google Ads and Facebook/Meta Business Suite
- Ensuring an integrated and coordinated marketing approach across the charity
- Communicate trends and emerging tech to communications & marketing team and other colleagues
- Play key role in ensuring relevant platforms and apps integrate into new CRM

#### **Website**

- Manage, monitor and maintain website Content Management System and website hosting infrastructure
- Manage the website agency relationship and the on-going development and improvement of the organisation's website

**Content and assets**

- Writing engaging copy and creating assets to support marketing activities
- Publishing quality content that meets web standards and accessibility

**One Thrive**

- Play an active role within Thrive, inputting to improvement projects as required
- To undertake training and skills development and keep up to date with the changing requirements of the role
- Ensuring good use of data at all times to support compliance and GDPR

Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role and needs of the organisation develop. Amendments and additions may be required in the future, in line with policy and other changes.

**PERSON SPECIFICATION**

	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge, Skills and Experience</b>	<ul style="list-style-type: none"> <li>• At least 2yrs experience in digital comms &amp; marketing</li> <li>• Audience insights</li> <li>• Developing and optimising user experience and journeys and CRO (conversion rate optimisation)</li> <li>• Experience of working with website developers and knowledge of website hosting and infrastructure</li> <li>• Experience in SEO/SEM/SMO</li> <li>• Experience in creating and managing Google Ads campaigns</li> <li>• Experience using a range of social media platforms and their advertising tools</li> <li>• Experience of using Google Analytics</li> <li>• Experience of using CRM systems and how it integrates between this and third-party systems alongside digital mktg tools and systems</li> <li>• Experience of working with website content management systems (CMS)</li> <li>• Excellent written and verbal communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in managing offline advertising campaigns</li> <li>• Experience of using Canva or Adobe suite</li> <li>• Experience of using Microsoft 365 suite of apps</li> <li>• Understanding of charities and the sector</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Energetic and action oriented with a 'can-do' attitude</li> <li>• Resourceful and confident in using own initiative</li> <li>• Team player</li> <li>• Confident and effective communicator</li> <li>• Analytical</li> <li>• Enthusiastic</li> <li>• A creative thinker</li> <li>• Passionate about delivering creative and effective communications</li> <li>• Analytical</li> <li>• Attention to detail</li> <li>• Excellent organisational skills</li> </ul>	

## Overview of Terms of Employment & Benefits

**Salary:** £30,000 per annum (FTE, pro rata for part time)

**Line manager:** Head of Marketing & Engagement

**Contract:** 35 hours per week (number of hours flexible so please enquire)

**Location:** Thrive is currently promoting hybrid working. The role will at times involve travel to all three of Thrive's centres (Reading, Battersea Park London and King's Heath Park Birmingham).

**Working hours:** For those working part-time, days of work can be agreed with your line manager. Full-time staff work Monday to Friday 9-5pm or 8-4pm. Some flexibility of working hours may be required and given the nature of Thrive's services working on evenings or Saturdays and Sundays is undertaken from time to time, in which case days off in lieu may be granted.

**Notice periods:** the notice period will be 8 working weeks.

**Holidays:** annual holiday entitlement is 25 days (pro rata for part-time). In addition to annual holiday entitlement, you are entitled to all statutory holidays. Part time staff are entitled to statutory and bank holidays on a pro-rata basis on the same ratio as days worked, or if work is undertaken on those days you are entitled to time off in lieu.

**Sickness absence:** Full salary for the first 20 days; half salary for the next 20 days; subsequent absences at nil salary (apart from any SSP entitlement) until return to work.

**Pension:** you will be automatically enrolled into Thrive's contributory pension after 2 months employment. Thrive's contribution to the pension scheme is 4% of gross salary and you will be required to contribute a minimum of 4%.

### Death in Service Benefit

**Employee Assistance Programme:** The EAP offers a range of services that are designed to offer you a happy and fulfilling life. This includes access to free counselling services and several information helplines.

**Lifeworks/Perks:** A portal that offers discounts and cashback - Employees can access 1000s of perks with discounts on everyday purchases, discounted cinema tickets, savings at their favourite restaurants, cashback and more.

**To Apply:**

Please send your **CV and a covering letter** explaining how you meet the person specification, to [recruitment@thrive.org.uk](mailto:recruitment@thrive.org.uk) Closing date is 23<sup>rd</sup> August, and interviews will take place on 29<sup>th</sup> and 30<sup>th</sup> August.

To achieve our goal of engaging as many people as possible in 'gardening for health', we know that our employee team needs to better reflect and represent all of our communities. Therefore, we particularly welcome applicants from a Black, Asian and Minority Ethnic background, and disabled people, as these groups are currently under-represented among Thrive's employees.

Thrive are a Disability Confident Employer and as such we are committed to the employment and career development of disabled people and will offer an interview to give you the opportunity to demonstrate your abilities at an interview, if you declare that you have a disability and meet the minimum criteria for the job.

By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence required for each competency as well as meeting any of the qualifications, skills or experience defined as essential.

Successful appointment to this post will be subject to satisfactory references and Disclosure & Barring Service checks. Thrive complies fully with the DBS Code of Practice. Having a criminal record will not necessarily prevent an individual from working for Thrive.

Charity No. 277570

Company No: 1415700

