

Job Pack

Digital Marketing Officer



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Welcome

We are delighted to offer this opportunity to develop new and exciting ways to engage with supporters and beneficiaries, whilst growing our income so we can help more people with sight loss. We hope that you find all the information you need in this pack, or on our website (www.galloways.org.uk), to help you apply for this inspiring role. If you need more information or would just like to chat about the opportunity, then please don't hesitate to get in touch.

About Us

Galloway's is the leading local charity supporting people affected by sight loss in Lancashire and Sefton. We are currently going through an extensive change programme as we re-design our organisation ensuring we continue to put blind and partially sighted people at the heart of everything we do.

About You

You will be an experienced data driven digital communicator who is a creative thinker and keen to innovate. You will be curious to understand the nature of the organisation, how we interact with key stakeholders and then be able to translate this into building exceptional relationships with existing and new supporters. This is a time of significant change for the organisation which is why we need someone who shares our passion to

embrace new, innovative and creative ways of working to achieve our objectives. You will want to make a difference and understand that communications is about people and conversations!

I encourage all interested candidates to get in touch for an informal discussion about the role and the work of Galloway's. Please email me on nicola.hanna@galloways.org.uk or call 01772 744148.

Nicola Hanna

**Head of Income Generation
and Communications**



Job Description

Job Title	Digital Marketing Officer
Responsible to	Communications Manager
Responsible for	n/a
Salary	£26,000 (FTE)
Hours	37 hours per week
Location	One of three offices, Preston, Morecambe or Southport with home working available

Role Outline

This role will be responsible for the planning, creation, development and delivery of our digital marketing strategy. It will include engaging with our key stakeholders and new supporters on multiple platforms. Continually reviewing campaign performance and analysis, optimising as necessary to drive improved engagement and conversions.

Key responsibilities:

- Working closely with the Communications Manager, lead on implementing and evaluating the Galloway's digital marketing strategy to meet agreed KPIs
- Manage all paid for digital marketing, including lead generation and acquisition
- Oversee our Google AdWords and SEO
- Create and implement templates and produce content for email marketing, to include a regular e-newsletter programme to our key stakeholders
- Be responsible for the management and development of the Galloway's website, ensuring compliance with best practice and accessibility whilst ensuring the best user experience
- Work with the wider organisation to design digital marketing campaigns to promote services, fundraising activity (to include online giving) and reach more people living with sight loss
- Work with the wider team to analyse, review and adapt our digital marketing campaigns to ensure the best results
- To own website development, including wireframe amends, SEO, backlinks, online listings and new content

Social Media

- Work with the Communications Manager to develop a social media strategy and set goals to increase brand awareness and engagement
- To be responsible for all our social media channels, including design and content development, scheduling, optimising and reporting
- Manage social media channels on a day to day basis, engaging with our audiences by responding to comments and queries and being proactive to find our more and nurture relationships and communities
- Create engaging content for social media channels, including simple graphics, infographics and video content
- Plan social media campaigns in line with other marketing and communications or fundraising activities
- Use social media analytics to generate regular reports, using results to inform future day to day work and campaigns
- Spot social media trends and industry best practice, advising on best social media content, tactics and new technologies
- Form relationships with key social media influencers to help grow our reach, particularly with people living with sight loss

Supporting the Strategy

- To contribute positively to the success of all Galloway's strategic aims, recognising the importance of integrated working
- Embrace project working and cross team working to drive the success of our strategic aims
- Liaise with departments across the organisation to understand how they work, to develop partnerships, raise awareness and maximise/promote income generating opportunities and encourage individuals and organisations to become supporters of the organisation
- Work across the organisation to maximise four key dependencies to ensure strategic success, these are: Impact, Digital, Community and Communications

Professional Development

- Take responsibility for one's own professional development and attend conferences, training, networking and other events as appropriate
- Attend all mandatory training required by Galloway's
- To actively participate in the organisation's performance management processes including appraisal and induction

All Galloway's employees are expected to

- Uphold the values of Galloway's and behave in a professional manner at all times to support our vision and mission
- Value equality and diversity and comply with relevant equality legislation
- Cooperate with colleagues, encourage and support positive working relationships (both internally and externally) and foster a culture of respect and consideration at work
- Ensure that all work is undertaken in accordance with health and safety legislation rules and regulations. To follow procedures and be aware of matters that relate to the duties of the post
- Work with your line manager to ensure your wellbeing is paramount along with the wellbeing of others whilst at work

- Work within all Galloway's policies and procedures
- Communicate a positive image of Galloway's and protect its reputation

Additional Duties

- Willingness to travel within the area and the community we work within
- Ability to work evenings and weekends as required
- Ensure value for money and best use of resources in all activities related to the post
- Any other reasonable duties as may reasonably be required by your line manager

This role profile will be reviewed in consultation with the post holder in the light of on-going and changing organisational needs and will form the basis for performance appraisal.

Galloway's has a multi-skilled team seeking to reach out to people affected by sight loss in a way that helps them most. You may therefore be expected to accept a different or unusual task or role.

What we're looking for in a Digital Marketing Officer



What we are looking for in a Digital Marketing Officer

The following information is used to help identify suitable candidates and to ensure that all applicants are judged on fair and objective criteria, which is relevant to the post.

We will be looking for applicants who can show that they meet these requirements. You should therefore use the information below to help you complete your application form. This information will be used as part of the shortlisting process.

Experience

1. Experience in a similar digital specific marketing role
2. Experience of using digital marketing techniques
3. Managing websites, including ensuring consistent, high quality structuring and visual display of content in line with the brand, search optimisation, accessibility needs and mobile devices
4. Experience running Google Adwords and using Google Analytics
5. Experience in paid search, including Google grants
6. Experience in using website content management systems

Knowledge and Understanding

1. Knowledge of social media platforms and their effectiveness
2. Good working knowledge of Microsoft Office
3. Able to use analytics to inform the progress and outcome of digital activity and the ability to use this information to make decisions
4. Understanding current marketing concepts, ecommerce, trends and social media

Skills and Abilities

1. Administrative and IT skills, and an ability to maintain records, analyse data and produce reports
2. Excellent communication skills – written, verbal and presentation
3. Strong interpersonal skills and the ability to deal with a diverse range of people
4. Ability to constructively challenge and bring improvements
5. Capacity to inspire, influence and motivate others
6. Ability to deal with information in a confidential manner and respond with sensitivity

Qualities and Competencies

1. Ability to manage self remotely and initiate tasks
2. Self-motivated and positive attitude with the ability to work under pressure and prioritise in a busy environment
3. A creative and lateral thinker with a flexible attitude to changing priorities and environment
4. Focused, ambitious and results driven, with a readiness to seize new opportunities
5. Ability to work collaboratively with all colleagues to maintain a positive partnership which will enable the charity to reach more blind and partially sighted people.

How to apply

Information required from your application

Please submit your CV and a covering letter of no more than 2 sides of A4 explaining why you are what we are looking for to nicola.hanna@galloways.org.uk - closing date Friday 22nd April 2022

Please feel free to call Nicola Hanna, our Head of Income Generation and Communications, on 01772 744148 if you would like to chat more about this exciting role.

- If there are any gaps in your employment, please include details of these in your application or supporting statement.
- If we do not receive your application form by the closing date, we will be unable to process your application further.

Job Description

A Job Description is enclosed which details the main responsibilities and duties required. As part of your application please provide a supporting statement. This should describe how your skills, knowledge, experience and qualities match those described within the job description. The what we are looking for section highlights which requirements will be used to shortlist candidates through your application.

Within your supporting statement you need to give examples of how you meet the requirements which you will be shortlisted against. If you have gained the necessary skills and experience in a voluntary capacity you should include details of this in your supporting statement.

People with a Disability

We aim to provide information to candidates in the right format for them. If you have not received information in the right format for your needs, please let us know. Candidates selected for interview should inform us of any special requirements they may have in relation to the interview as soon as possible.

Interview and Selection

We are exploring new and creative ways to get the best out of all candidates.

If you are selected for interview you will be notified within 1 week of the closing date. If you have not heard within 3 weeks, you should assume you have not been successful in your application. As a non-profit making organisation, and in order to keep our administrative costs low, we are unable to confirm receipt of your application. We might choose to carry out elements of the interview process by telephone or Zoom as well as face to face.

References

You should provide details of references from your current or most recent employer and the referee should be either your line manager or the HR department. References will be taken for the previous three year's employment and details should be provided for this period.

Data Protection

Information provided by candidates as part of their application will be held for the purposes of this recruitment only and will then be destroyed. Information provided by the appointed candidate will be retained in relation to their employment contract.



Supporting Information



Our People

We currently employ 40 staff. We also have over 250 volunteers, who support a wide range of activities across all that we do including, Finance, Income Generation, Administration, Service Activities and our Social Enterprise, Brew Me Sunshine.

The Strategic Leadership Team comprises of the Chief Executive, Head of Income Generation and Communications, Head of Services and Development and Head of Central Resources. We have a highly skilled Services Team delivering support and guidance across Lancashire and Sefton. Our highly successful Income Generation and Communications Team manages activities which largely comprise of events, corporate, community, individual giving, legacy, social media and marketing.

Our Central Resources team comprises of the Chief Executive, Head of Central Resources, and a team of people supporting the whole organisation. Our social enterprise coffee shop in Morecambe also sits in the Central Resources team.



'Brew Me Sunshine' Our social enterprise coffee shop in Morecambe.

Our approach to Equality Diversity and Inclusion

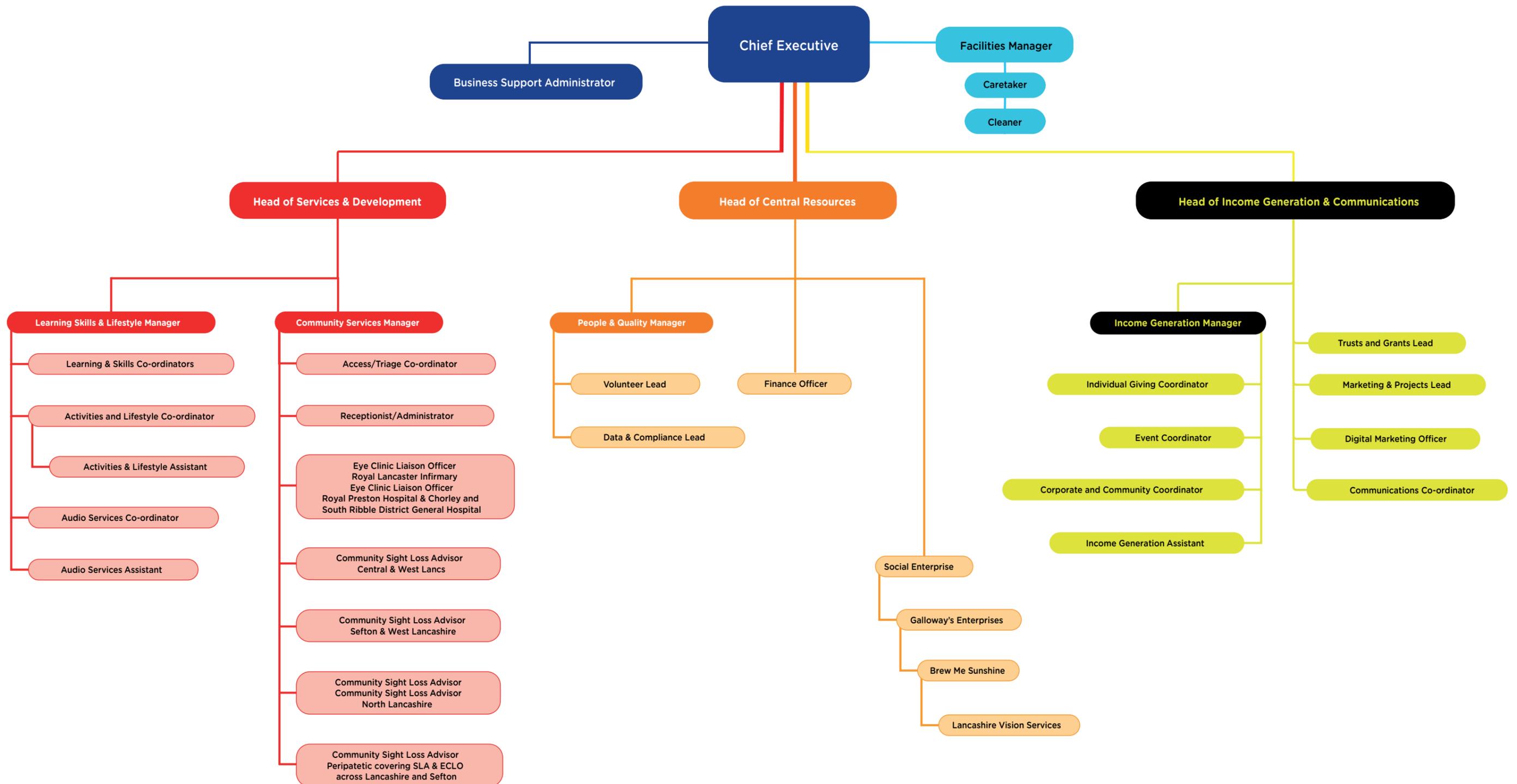
Diversity and inclusion are more than just words for us. They're the principles we want to guide how we build our teams, develop leaders and create an organisation that's the right fit for every person. Our aim is to support our multicultural communities and we want to reflect that at Galloway's.

We welcome applications from people with sight loss and other disabilities. We want our recruitment process to be as accessible as possible. If you need us to make an adjustment or provide additional support as you apply for a role, please email the recruiting manager who will contact you to discuss how we can help.



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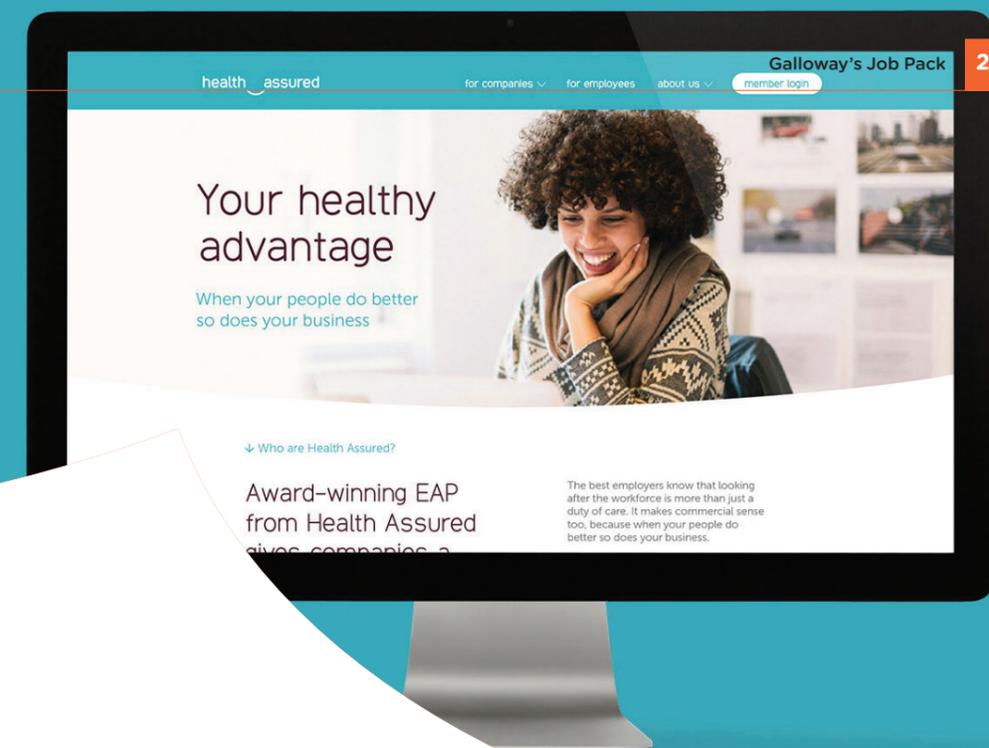
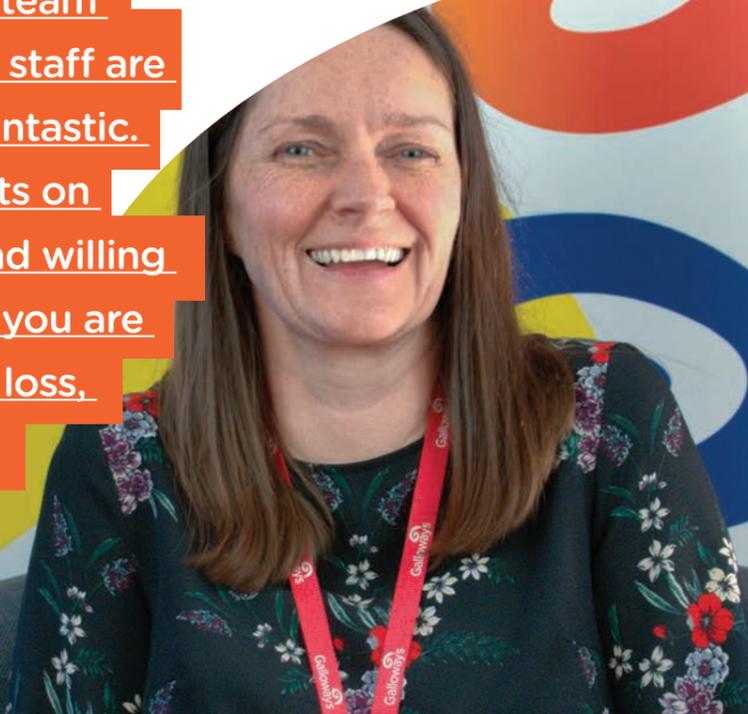
Our Staffing Structure



Benefits of working for Galloway's

- We will offer to contribute 3% of salary into a Pension Scheme.
- All colleagues have 24 days holiday per year (FTE) after 3 years with us we will give you another 3 days and after 5 years an additional 2 days.
- Compassionate Leave - we recognise that we need to be there for our colleagues when they need us most which is why we provide individual support based on individual need.
- We are absolutely committed to your Learning and Development which is why we are investing in a People Manager to help us develop a new plan accessible for all colleagues.

"It is a great team here and the staff are absolutely fantastic. Everyone gets on really well and willing to help, so if you are new to sight loss, don't worry"



- Our Employee Assistance Scheme provides a range of independent support options including advice on managing your own health and wellbeing.
- We recognise that supporting people through sickness absence is important which is why we have a generous sick pay policy which improves year on year.
- Our internal communications is as important as our external communications. No matter what you do for Galloway's we want you to have a sense of belonging to how we really make a difference.
- We provide free parking at two of our offices
- We recognise and respect that some people may need time off for religious observance
- We are currently exploring other options to make sure we are providing all that we can for our amazing team!

About Sight Loss

Almost two million people in the UK are living with sight loss. That's approximately one person in thirty.

Sight loss affects people of all ages, but as we get older we are increasingly likely to experience sight loss.

1 in 5 people aged 75 and over are living with sight loss.

1 in 2 people aged 90 and over are living with sight loss.

Nearly two-thirds of people living with sight loss are women.

People from black and minority ethnic communities are at greater risk of some of the leading causes of sight loss.

Age-Related Macular Degeneration is by far the leading cause of blindness in adults. Other significant causes of sight loss are glaucoma, cataracts and diabetic retinopathy.

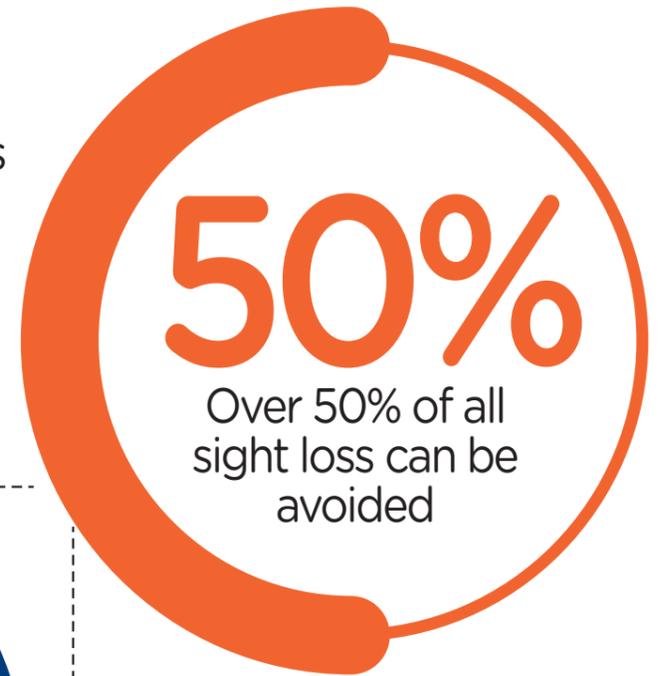
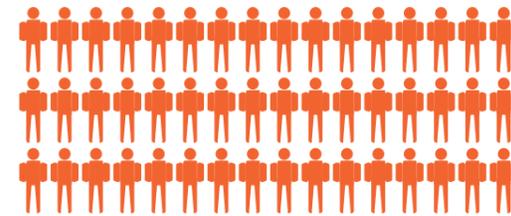
The number of people in the UK with sight loss is set to increase dramatically in the future. As we get older we are increasingly likely to experience sight loss, and the UK population is ageing. In addition, there is a growing incidence in key underlying causes of sight loss, such as obesity and diabetes. This means that, without action, the number of people with sight problems in the UK is likely to increase dramatically over the next 25 years.



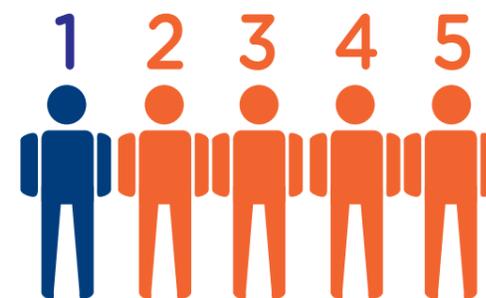
In numbers

50,000

The estimated number of people living with sight loss in Lancashire and Sefton



Every day over 100 people in the UK will start to lose their sight



1 in 5 people aged 75+ are living with sight loss



Depression is much higher in those people with sight problems



Come and join our team
and help us to make a difference to
even more lives...

Let's talk.

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Penwortham
Preston PR1 0LS

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01772 744148
www.galloways.org.uk