



Senior Digital Marketing Specialist

Thanks for your interest in working at Citizens Advice. This document should give you everything you need to know about the above role.

Want to chat about this role?

Please contact the recruitment team at careers@citizensadvice.org.uk



The team

The role you're applying for is in the **X** directorate and in the **X** team. Here are 3 ways you can find out more about us:

1. Citizens Advice Careers Site - <https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/>
2. Citizens Advice LinkedIn - <https://www.linkedin.com/company/citizens-advice/life/10eff46c-fc7c-445c-a04b-b63063a2e3bf/?viewAsMember=true>
3. Citizens Advice - <https://www.citizensadvice.org.uk/>
4. When we say we're here for everyone, we mean it - <https://wearecitizensadvice.org.uk/when-we-say-were-here-for-everyone-we-mean-it-2d8c7cc70863>

5. What to know when starting a tiktok channel - https://www.google.com/url?q=https://www.charitycomms.org.uk/what-to-know-when-starting-a-tiktok-channel&sa=D&source=docs&ust=1706698062689604&usg=AOvVaw2_DxmljiBAEof4MPsxFouV
6. We're still here to help - <https://wearecitizensadvice.org.uk/were-still-here-to-help-515fbcf23688>
7. Our partnership with Yorkshire building society - <https://wearecitizensadvice.org.uk/a-partnership-to-be-proud-of-65125c38af0b>



The role

We're looking for a motivated and enthusiastic digital marketing specialist to join our brand and marketing team and help us develop new and existing ways to reach our audiences.

You'll be joining a collaborative, fast paced, creative and award-winning team responsible for engaging our key audiences, using a wide range of owned, paid and earned channels including digital, social and events.

About you

You'll be joining a busy and energetic team and you'll need to get stuck in straight away.

- You'll be great at working with stakeholders across an organisation to plan, implement and evaluate digital marketing plans.
- You'll have a wide range of skills from developing and delivering effective digital communications strategies to creating content for digital channels including social media, blogs and paid advertising.
- You'll have an eye for timely, reactive content and know when to deploy different tactics to engage internal and external audiences.
- You'll thrive working in a busy, proactive team and be an excellent writer.



Role profile

Location	Blended between office and home (England and Wales)	Medium travel required
Team overview	The brand and marketing team is responsible for communications to influence and engage our varied external audiences. We use a range of public facing channels including social media, website, blogs and paid media.	
Role purpose	Proactively deliver digital marketing stories and projects. Use and develop our digital marketing channels, including social media, video, audio, blogs and other digital content to effectively engage external audiences. Help us raise awareness and enhance positive perceptions of our brand and encourage usage of our services across multiple channels.	
Main responsibilities	Key elements/Tasks	% of Time
Deliver digital marketing strategies and projects	<ul style="list-style-type: none">• Use social media, blogs and other digital platforms to drive engagement with Citizens Advice key audiences• Develop Citizens Advice's digital marketing channels and communities including social media, video, audio, blogs and other digital content• Ensure that audience needs are at the centre of our digital marketing plans• Create high quality digital content for use across digital channels• Manage digital content design and production, proactively finding stories and communications opportunities across the organisation• Ensure that work undertaken reflects and supports equity, diversity and inclusion• Use analytics to report on success of projects and make recommendations to optimise• Support digital marketing team to engage with influencers and partners and reach new audiences	55
Deliver specific digital marketing campaigns	<ul style="list-style-type: none">• Be a key player in the digital marketing team and work across teams to create engaging digital marketing plans• Deliver digital marketing campaigns, working with teams across the organisation	20

	<ul style="list-style-type: none"> Support and develop digital marketing capability with staff and the Citizens Advice network. Provide advice and training to upskill staff where appropriate 	
Implement best practice systems and processes and provide general marketing support	<ul style="list-style-type: none"> Keep up to date on developments and trends in digital marketing and emerging channels. Develop business cases, where appropriate, to support the adoption of new ideas/channels/investments. Manage your own day to day activities to deliver tasks on time and to the required standard while gaining experience and expertise in digital marketing Provide general marketing support to teams as requests come in Maintain systems such as social media monitoring and planning and editorial processes to ensure digital content meets user needs 	5
Line management and contribute to team	<ul style="list-style-type: none"> Line manage the team's Support Officer <ul style="list-style-type: none"> Plan and allocate work, monitoring achievement of deadlines and supporting staff as appropriate Manage performance and development mainly through regular staff supervision sessions and the personal development review process Recruit and induct new staff Be an active member of the team, identifying opportunities for your own development Contribute to the strategic planning process and good and efficient working of the team in delivering against the business plan Compliance with Citizens Advice policies and procedures, including health and safety Undertake any other duties as may be reasonably required within the scope of the role 	10
Equity, Diversity and Inclusion	<ul style="list-style-type: none"> Considerations around equity, diversity and inclusion should be woven into all the above key responsibilities In addition all team members are asked to proactively contribute ideas and thoughts about how we can be more equal, diverse and inclusive 	5
Other	<ul style="list-style-type: none"> Undertake any other duties as may be reasonably required within the scope of the role 	5



Person specification

Essential criteria (to be assessed at application and interview)

1. Proven ability in developing effective digital marketing plans from planning to evaluation across multiple channels to meet audience needs.
2. Ability to create and develop high quality, innovative content (including videos, photos and audio) across platforms and channels including social media, blogs and emails. Experience of using social media management tools such as Sprout social.
3. Ability to use and tell stories, including case studies, to maximise understanding and impact of communications campaigns and to identify opportunities for reactive social media content.

Essential criteria (to be assessed at interview)

4. Excellent written and oral communications skills, the ability to work with different teams and stakeholders at all levels, working creatively to solve problems.
5. Demonstrable ability to work under pressure and deliver to tight deadlines with a willingness to work out of hours on a rota basis.

Desirable Criteria:

1. Experience of using Google Apps and other collaborative technologies to support teamwork and management.
2. Experience of producing and editing video and/or audio content.
3. Experience in a line management or supervisory role
4. Experience of working within a complex organisation across multiple geographies.
5. Experience of analytics tools including Google Analytics.
6. Strong political nous and switched on to external events.

Requirements for role *(candidates will confirm at application stage and at interview)*

- Ability to contribute to a purpose drive, people focused, collaborative and transparent organisation and team culture
- Proven ability to keep up to date with technology and trends take individual responsibility for learning new developments
- Willingness to travel within the UK (including overnights) and to work unsocial hours occasionally to meet tight timescales
- Commitment to equity, diversity and inclusion
- Awareness that Citizens Advice service users are at the heart of everything we do