

Role Profile: Senior Digital Marketing Specialist



About you

An experienced digital marketer who wants to join a vibrant and dynamic fundraising team that is passionate about making the UK the best place to live for people with a learning disability.

What you will do

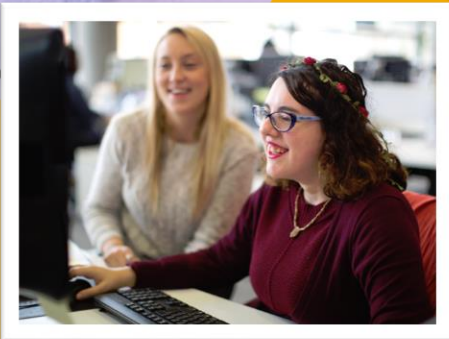
- Working as part of the Community and Events fundraising team, you will be responsible for delivering the Digital Fundraising by managing and consulting on paid acquisition campaigns and supporter journeys across several fundraising streams.
- You will support work with the Community and Events Fundraising Lead to build their digital fundraising strategy, offering guidance on campaign ideation, execution and analysis across several channels, ensuring campaigns are delivered on time and to budget, and ultimately raising vital funds to support people with a learning disability. You will ensure the fundraising strategies for the team are executed in line with the wider digital strategy.
- Leading on all digital elements of campaigns including recruitment, stewardship and conversion to maximise fundraising income vital to supporting people with a learning disability.

What you will bring

- Ability to manage multiple projects, juggle priorities and work to deadlines. - **E**
- Ability to build strong, positive working relationships with internal and external stakeholders. - **E**
- Excellent analytical skills. - **D**
- Enthusiastic, proactive and self-motivated. - **E**
- Strong attention to detail. - **E**

Your experience

- Extensive experience of planning and delivering paid digital marketing campaigns. - **E**
- Excellent project management skills. - **E**
- Experience working within fundraising teams. - **D**
- Experience working with CMS, CRM, webforms, and several ad platforms including Google, Meta, X (Twitter), Instagram. - **E**



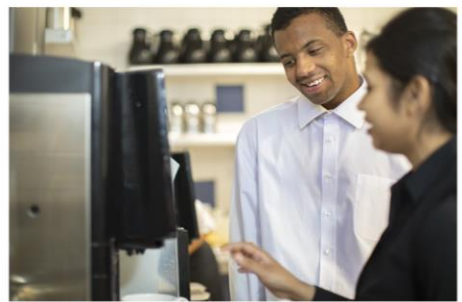
About the Role

Hours:
37.5 Monday-Friday

Contract:
Permanent

Key Responsibilities

- Work across fundraising teams to provide strategic oversight on digital marketing activity. This includes creating, optimising, and analysing paid ads, emails, webforms, and organic social/web content.
- Work in team with Fundraising Leads to ensure digital is integrated into team plans, creating digital marketing KPIs for various projects and manage associated budgets, ensuring campaigns are delivered on-time and reporting actively on performance.
- Our digital fundraising activities have a key focus on Community & Events, Individual Giving and Legacy Marketing.
- Manage development materials for teams to expand their digital skillset, providing occasional 1:1 support and training sessions, refreshing in-house best practice material to keep up with modern trends and challenges.
- Support with the innovation and development of new fundraising activities and achieve an agreed fundraising target for new and existing products.
- Lead the creation of supporter journeys across the fundraising directorate and wider organisation where relevant, creating an unparalleled supporter experience.
- Manage relationships with key stakeholders from the Fundraising team, Digital/Communications team, and the Campaigns team.
- Work with external suppliers and agencies, overseeing development and optimisation of digital marketing products across web, social and email where appropriate.
- Produce reports which evaluate and review previous activity, and support on the development of new initiatives to maximise income and supporter involvement.
- Develop a strong understanding of learning disability and Mencap services to demonstrate the impact supporters can make to our work and the lives of people with a learning disability.
- Work collaboratively and positively with colleagues in Fundraising and other directorates across RMS.
- Contribute to our vision of a world where people with a learning disability are valued equally, listened to and included.
- Undertake any other reasonable duties as required.



Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.

More information about the role

Job Title: Senior Digital Marketing Specialist

Report to: Community and Events Fundraising Lead

Line reports: N/A

Department: Fundraising

Location: Centre of Engagement (London) with home working

Flexible approach to home and office working, with a requirement to attend occasional key meetings in-person. Mencap also offers flexible working hours.

What will Mencap give you

- 24 days annual leave + all UK Bank Holidays
- Amazing benefits + pension
- Full support in the role and training opportunities
- Flexible working options

How to apply

Please apply with CV and cover letter outlining response to 3 questions (no more than 300 words per answer)

- 1) Why do you want to work for Mencap
- 2) Tell us about the most successful digital marketing campaign you have ever worked on
- 3) Based on your understanding of the role, why would you be a brilliant Senior Digital Marketing Specialist at Mencap?

Who you can expect to work with

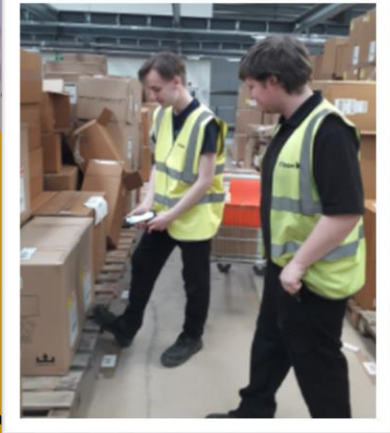
Colleagues
with a
learning
disability

Fundraising
Teams

Comms,
Campaigns
and Digital
teams

Data and
Insight
Teams

Other teams
across
Mencap



Mencap's values and how they apply to this role

We are
Passionate
about making
the world a
better place

You will have a genuine passion for improving the lives of people with a learning disability.

We are
Inclusive
of everyone

You will advocate for inclusion, work collaboratively and be a positive role model for others.

We are
Brave
we challenge
and try new
things

You will use your role to write compelling narratives, be innovative, and push boundaries.

We are
Positive
in our work
and with each
other

You will celebrate successes and share stories about how our supporters are making a difference.

We are
Kind
to everyone

You will be kind, supportive and encouraging to everyone you interact with.