**Digital Marketing Specialist**

The Digital Marketing Specialist will play a pivotal role in designing and implementing cross-channel digital marketing campaigns to enhance the EDO brand, increase engagement, donor acquisition and retention and reach our organisational goals.

Reporting to the Head of Marketing & Media, the Digital Marketing Specialist is primarily responsible for managing EDO’s paid channels, while using their deep knowledge of digital marketing and marketing automation to contribute to our organic social and owned channel strategies.

**Key Responsibilities**

* Develop and implement paid digital marketing & marketing automation strategies across EDO’s digital portfolio of channels and assets.
* Monitor and evaluate digital marketing & marketing automation strategies to engage supporters and the public, help drive digital innovation across the organisation and meet agreed KPIs
* Lead on and implement comprehensive A/B split test optimising plan across EDO’s digital portfolio
* Retain an overview of industry standards, best practice and trends in digital acquisition & engagement.
* Develop and maintain excellent stakeholder relationships and work collaboratively to identify emerging digital marketing and marketing automation methods that can be utilised to maximise ROI, lead generation, engagement, income, bequests, retention of supporters and brand profile.
* Work with others in the Marketing & Media Team to review and update the EDO website and existing online communications to ensure new, relevant and topical content is published in a timely manner and that all content is optimised for conversions, UX, brand and SEO.
* Work within the Marketing & Media team to generate content for supporter journeys on marketing automation email software, the website and social media.
* Responsible for the reporting and detailed analysis of all digital work and educating departments on results of their work.
* Train and advise stakeholders on the use of digital tools and digital best practice.
* Assist with other communications, marketing and media duties as required.