Introduction

Together, we envision and work towards a world where every person’s potential is fulfilled.

All We Can is an international development and relief organisation, working to see every person’s potential fulfilled.

Y Care International supports local opportunities for vulnerable young people and their communities across the globe, to change lives for the better. Focussed on serving the world’s most marginalised communities, we are rooted in the Christian faith.

Together, we work through partnership alongside our global neighbours most impacted by disasters, poverty and injustice to enable flourishing and resilient communities.

From 1 September 2021, All We Can and Y Care International began a formal partnership – combining efforts to tackle poverty, inequality and injustice in some of the world’s most vulnerable communities. We work as one organisational team, presenting as two unique brands, fulfilling two separate, but symbiotic, strategies.

All employees are employed by All We Can to work as part of one organisational team, which serves and supports the work of two separately registered charities – All We Can and Y Care International. Every role in the team is required to respond and engage appropriately and as directed, in work addressing and meeting the charitable objectives and operational functions of both brands.
Digital Marketing Officer
Job Description

Location: Central London Office (we also operate a Hybrid/Home working policy)

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Purpose:

To strengthen and develop All We Can and Y Care International’s digital marketing outputs, and play a full part in the Public Engagement Team.

Responsible to: Head of Communications and Advocacy

Relationships:

Internal:
1) Staff
2) Trustees
3) Office volunteers

External:
1) Supporters
2) Representatives of overseas or UK partner organisations
3) Mailing and fulfilment houses
4) External digital agencies
5) Methodist and YMCA family

Main tasks and responsibilities

1. SEO and Systems:
   a. Develop and grow SEO strategies for both charity’s online brands
   b. Liaise with Database Specialist, Data Processor and wider Public Engagement Team on enhancements and changes to digital marketing content and data capture to ensure systemic efficiencies and improvements
   c. Liaise with wider Public Engagement Team on use of digital marketing mechanisms and tools for use at real world events
   d. Collaborate with Organisational - Learning and Impact staff on use of digital in recording and marketing impact, exploring opportunities for real-time marketing, story-telling and impact reporting
   e. Provide insight, and where applicable advise and pro-actively suggest ways for increased digitisation across the organisation, including in systemic processes in collaboration with the Head of Operations & Resources

2. Social Media:
a. Create innovative and engaging social media content, together with the Communications Officer and Head of Communications and Advocacy, for regular use and posting across both charity’s channels, and explore opportunities for new social media channels as they arise
b. Develop and implement strategic plans and mechanisms for significantly growing social channel following and engagement
c. Help both charities develop and refine their paid social media advertising output
d. Apply analytical skills to social media activities and engagement, adapting to increase engagement
e. Adapt integrated campaigns from both charity brands to digital platforms and social media
f. Working with the Public Engagement Team, contribute to, assist in planning, and participate as required in online broadcasting opportunities and content creation for media channels
g. Monitor and moderate inappropriate communications, trolling and spamming across channels
h. Monitor, analyse and report back on success

3. Content Marketing:
   a. Develop and grow content marketing strategies in collaboration with the Head of Communications and Advocacy, adapting suitable aspects of the charity’s campaigns and a breadth of content
   b. Develop engaging online content including videos, graphics, and blogs that engages and inspires audiences, in accordance with brand guidelines, ethos and values of our organisation
   c. Explore and develop, where approved, new or currently unused channels for communication, fundraising, engagement and education such as Whatsapp, SMS, new media platforms and social streams
   d. Monitor, analyse and report back on content success
   e. Coordinate any emergency digital communications for Humanitarian situations or other urgent requests, liaising with web developers, and guided by the Head of Communications and Advocacy. This may occasionally be out of normal work hours

4. Online Communities:
   a. Invest in, recommend and contribute to the online communities established at All We Can which have been running since March 2020. Explore opportunities to develop online communities for Y Care International
   b. Provide insight and advice to the Programmes & Partnerships team in the development of online communities and portals for learning and sharing partners around the world
   c. Provide administrator level service for the organisational intranet (‘Workplace’) and assist with broadcasting, user account and content management, and moderation of content in this vital platform for internal communication
   d. Collaborate with the wider Public Engagement Team to provide and develop digital platforms for better engagement and educational provision to the two distinct charity movements and their supporters or target markets
   e. Suggest, create and utilise digital engagement methods to enhance and widen reach, and foster engagement of new audiences

5. Website development:
   a. Work closely and collaboratively with the organisation’s website developers and ensure website is maintained and updated regularly
   b. Work with other members of the team to ensure web content is up to date, relevant and in step with organisational needs and regulatory compliance
   c. Develop, innovate and market the Extraordinary Gifts platform, to grow engagement and identify promotion opportunities, collaboratively contributing to the site’s continued growth.
   d. Work collaboratively with data team to ensure all data capture is compliant and efficient for further processing

6. Email:
   a. Create engaging email marketing content and assist the Head of Communications and Advocacy in creating engaging email journeys and evolving email communications
   b. Upload and maintain email sign ups on both charities’ email platforms
c. Remain abreast of GDPR and best practice around email marketing

7. Trends:
   a. Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information

8. Other Responsibilities
   a. Attend and engage in team meetings, strategy meetings, Trustees’ meetings and other meetings as appropriate and required
   b. Undertake any other reasonable duty consistent with the responsibilities of the post as requested by your line manager, the CEO or a member of the Senior Leadership Team
   c. Ensure familiarity with and adhere to our organisational policies and procedures and keep informed of all cross departmental activities
   d. Commitment to, and modelling of, the mission and values of our organisations, and acceptance of the unique purpose of each entity as an agency of international development and relief in our efforts to contribute to the end of poverty and injustice
   e. Contribute actively to the building of a positive and inclusive team culture, valuing and demonstrating principles of equality, diversity and inclusion, understanding of the faith basis on which our movements are founded, and a commitment to work and engage in a demonstrably relational way with other team members and stakeholders
   f. Actively seek and adopt ways to innovate, adapt and flexibly approach obstacles to progress and increased impact in all we do
Digital Marketing Officer  
(Public Engagement Team)  

Personal Specification

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<th>Attributes</th>
<th>Essential</th>
<th>Desirable</th>
<th>Method of Assessment</th>
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<td>Education &amp; training</td>
<td>Good literacy and numeracy skills</td>
<td>Relevant Vocational, College or University Qualification</td>
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<td>Proven abilities</td>
<td>Experience creating digital marketing materials</td>
<td>Experience driving digital marketing strategy</td>
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<td>Knowledge of design tools such as Canva, Adobe Creative Suite etc</td>
<td>Experience creating video content</td>
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<td>Experience using and creating content for using CMS, ideally Wordpress</td>
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<td>Experience creating content for email marketing campaigns on platforms</td>
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<td>such as A Weber, MailChimp, or Online Express.</td>
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<td>Special knowledge and skills</td>
<td>Broad general knowledge of digital and social media</td>
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<td>Good understanding of SEO</td>
<td>Understanding of accessibility</td>
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<td>Good interpersonal skills, including the ability to build cross-cultural relationships</td>
<td>To be comfortable communicating to Christian groups and individuals, as well as other staff</td>
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<td>Strong leaning toward digital processes to improve efficiency, impact and productivity.</td>
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<td>Proficient in computer skills, including use of Microsoft Word, Excel, Outlook and PowerPoint</td>
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<td>Able to work under pressure, plan</td>
<td>Proven experience of multi-</td>
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<td>and manage time effectively, problem solve and prioritise a range of varied tasks effectively, with an equally close attention to intimate detail and ‘big picture’</td>
<td>tasking and work in a fast paced environment</td>
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<td>Commitment to our organisational vision, mission and values, and accepting of our identity as faith-based international development, relief and advocacy organisations actively engaged with the Methodist Church and YMCA’s in the UK, Ireland and around the world</td>
<td>A genuine interest in cause-driven organisations, ideally International Development.</td>
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<th>Special qualities</th>
<th>Previous experience of working for a faith-based organisation</th>
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<td>Self-motivated, and highly proactive able to work on own initiative and in the context of an empowered team culture.</td>
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<td>Passionate about developing new skills and knowledge, with willingness to undertake extra training as appropriate</td>
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<td>Warm, personable, adaptable, reliable and friendly</td>
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Method of Assessment:  
A – Application Form, I – Interview, W – Written exercise, P – Presentation, G – Group exercise, Q – proof of qualification (certificates or transcripts)
Digital Marketing Officer

Terms and conditions

Term of Appointment: Permanent.

Hours of Work: A total of 35 hours per week, 5 days per week. Payment for overtime is not given but employees are entitled to time off in lieu by agreement.

Starting salary: £27,000.00 per annum

Holiday Entitlement: Holiday Entitlement: 25 days per annum, plus Bank Holidays and an extra three days at Christmas and New Year. Additional leave is also awarded after 2 years (3 days) and 5 years (2 days) continuous service (please note, holiday entitlement is pro-rata for a part-time post).

Other Benefits: Life Assurance, tax-free childcare scheme, Cycle to Work Scheme and Employee Assistance Programme, Confidential Counselling Service, Health Assured Scheme, Critical Illness/Income Protection Insurance, TOIL, Volunteering Time Off Scheme, study leave, flexible working hours and working from home options (some limitations due to job roles may apply).

Sick Pay: Entitlement in accordance with All We Can/ Y Care’s terms and conditions of employment.

Pension: All We Can/ Y Care operates a contributory pension scheme, with a minimum contribution of 6% employer and 3% employee that all employees are eligible to join. Full details will be provided at the commencement of employment.

Probationary Period: Appointments are made subject to the satisfactory completion of a probationary period, normally six months (or trial period to be discussed)

DBS (Disclosure and Barring Service): The appointment is subject to a Disclosure and Barring check, please see application form for full details

Season Ticket: Season ticket loans are available after the satisfactory completion of the probationary period.

Health and Safety: The post holder will be subject to All We Can’s Health and Safety policy.

Equal Opportunities: The post holder will be subject to our Equality, Diversity & Inclusion policy.

Physical Conditions: open plan office at a central London office, currently 25 Marylebone Rd, London, NW1 5JR, but this will move to a nearby office in 2022.

PLEASE NOTE: In response to Covid-19 and office changes, most staff are currently working from home with only core staff working for limited hours in the office. A return to the office in early 2022 will be subject to review and assessment nearer the time.
Applications

Applications should be sent by email to jobs@allwecan.org.uk. The deadline for receiving applications is midday Friday 4 March 2022.

Your application should be on the application form downloadable from the All We Can website – see www.allwecan.org.uk/jobs.

Applications will be reviewed on an on-going basis and interviews of strong candidates may be conducted before the advertised date. Early applications are strongly recommended.

The successful candidate will be expected to take up the post of Digital Marketing Officer as soon as is reasonably possible.

For enquiries/further details please contact: Patti Tobin at p.tobin@allwecan.org.uk

All We Can & Y Care value people as individuals with diverse opinions, cultures, lifestyles and circumstances. We are committed to building a culturally diverse team and therefore encourage applications from a diverse range of candidates to help us reflect our world and the communities we work alongside.

In the UK, All We Can & Y Care’s staff and volunteers are expected to follow stringent Safeguarding Policy and Procedures and an enhanced DBS (Disclosure and Barring Service) disclosure is required for all relevant members of staff and volunteers. In addition, our organisation follows Safer Recruitment principles and guidelines for all posts where contact with children and/or adults at risk is possible – this includes a full application process, interviewing candidates, taking up and verifying two satisfactory references, verifying qualifications, identity checks, and a full DBS check. Since 2021 All We Can has also been a part of The Inter-Agency Misconduct Disclosure Scheme – a scheme initiated to address the issue of known sexual abusers moving within and between humanitarian development and aid agencies. The scheme ensures development and aid agencies can effectively work together to share misconduct data between recruiting organisations and previous employers.