



Digital Strategist

Department:	Planning & Strategy
Contract type:	Permanent
Contract hours:	37 hours per week (Monday-Friday)
Reports to:	Digital Strategy Director
Direct reports:	None
Salary:	£35,000-£40,000 pa

The Role:

Open's digital offering is growing! You are a digital strategist, or marketer with experience driving response in digital channels, to help develop world class digital-led campaigns, strategies and creative for our charity clients.

You'll assist our Digital Strategy Director in planning, managing, and analysing campaigns across various digital channels. You'll also work with our strategy team in planning integrated campaigns big and small, and our creative studio to help develop world class digital creative.

The Person:

You know what gets audiences to tick in social, have experience developing, managing, or optimising campaigns in digital channels, can spot engaging digital creative from a mile off, and know your CPA from your CTR.

Key Responsibilities (not exhaustive):

- Plan audience led digital campaigns across social, display, email and other digital channels that drive results for fundraising appeals, supporter engagement and mass participation events.
- Assisting the planning and strategy team in developing integrated campaign plans.
- Delivering and managing campaigns across a range of digital channels – with a focus on paid social, web, and email. This may also include PPC and Display activity.
- Reviewing clients campaign performance across digital and offline channels, and making recommendations on how to optimise performance.
- Briefing in creative required to execute campaign plans, and reviewing to ensure it follows best practices.

- Assisting the creative team in development of creative ideas for digital channels.
- Gathering and sharing results and best practices with the wider Open team.

This position may also provide an opportunity to learn about or carry out the below work, however experience is not required:

- Wireframing campaign landing pages based on UX and digital design best practice.
- Provide technical assistance and consulting to our clients during campaign set up. This is likely to include tracking set up via Google Tag Manager, connecting CRMs to ESPs and advertising platforms, and set up of email campaigns in clients ESPs.

Required Skills & Experience:

You have experience:

- Driving response via digital channels
 - This might be fundraising, event marketing, e-commerce, or any experience where your goal has been getting audiences to take actions via digital channels
- Managing and/or analysing campaigns in **at least one** of the following channels:
 - Paid social campaigns (specifically Facebook and Instagram)
 - PPC advertising
 - Display advertising
- Creating audience driven response strategies and/or campaign or marketing plans with a digital focus
- Utilising and applying research and consumer insight
- Optimising content effectively across digital channels
- Getting audiences to engage and take action on social channels
- Working as part of a wider team or across various teams

You're comfortable using:

- Google Analytics
- User behaviour analytics tools such as Hotjar & Crazyegg
- Mailchimp or other ESPs (not essential)
- Social media platforms (Facebook, Instagram, Tiktok, Snapchat, LinkedIn etc)

You have the following skills:

- Base level knowledge of UX and digital design best practices
- Understanding of basic statistical techniques
- A high degree of numeracy and the ability to interpret numerical data
- Presentation skills and excellent written English
- Comfortable working to deadlines
- The ability to collaborate in order to achieve shared objectives
- You're proactive and solution focussed

- You can drive positive changes in campaigns, and if you're not sure of what's wrong or who can fix it, you know who to get involved

Desirable, but not essential:

- Experience in the not-for-profit sector
- Or, experience working in an agency environment

Key Interactions (between postholder and others):

- Reporting to Digital Strategy Director
- Working closely with Strategy Directors, Planners and Client Services and Creative teams to deliver collaborative project work to meet client briefs
- Work with clients to drive their objectives – identifying strategic opportunities