



SOS CHILDREN'S
VILLAGES



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Title: Head of Digital

Reporting To: Director of Communications and Brand

Direct Reports: One – Junior Creative

Location: Flexible – can be home-based, hybrid or office based

Salary: £40,000

Contract: Permanent

Hours: 35 hours per week

About SOS Children's Villages UK:

We believe that children everywhere deserve more from life than the basics for survival such as food, water, and shelter. Children have the right to grow up feeling loved, safe, and supported. They are entitled to a happy childhood, and the chance to build a better future for themselves. But around the world, 220 million children grow up without the care they need. SOS Children's Villages UK is part of a global federation of 140 local SOS Children's Villages associations working together across 136 countries and territories worldwide to ensure that children grow up in a stable environment and feel loved, safe, and supported. We work with children and families living through poverty, conflict, man-made and natural disasters. By supporting them to grow into resilient and independent adults who can contribute to their communities, we are helping to bring about positive and lasting change.

About the Post:

The Head of Digital role is designed to ensure that the way we speak to and interact with audiences across different channels or touchpoints is strategic, appropriate, and engaging, and also strongly evidence based. We're looking for someone experienced in all aspects of marketing campaign management, specifically focused on income generation, to ensure we get the best results and can put SOS UK on the map.

Key responsibilities:

- Manage delivery of digital fundraising activities in line with the fundraising strategy, working with the Directors of Fundraising and Individual Giving to set objectives, goals, and select media production, execution and testing programmes and reporting results and KPIs.
- Engage donors and enquirers using a range of digital and mobile channels, always optimising our channels through iterative testing and rollouts. Channels and skills to include: Email, SMS, PPC and digital advertising (including display, social media etc).
- Working with the fundraising team on the digital fundraising strategy to ensure this is an integrated part of marketing communications overall.
- Lead on website management, optimisation, and strategy, from updating pages on the website to advising on improvements that will enhance user experience.
- Support, build and maintain social media presence for SOS UK, using evidence from analytics and testing to guide our team members in how to engage supporters and



the public through social media, with a view to promoting participation, fundraising and loyalty.

- In collaboration with communications and fundraising colleagues, develop and implement rolling content plans that align with the organisation's wider activity.
- Alongside Individual Giving team members, develop and implement online welcome, retention, and development journeys for new online supporters.
- Work with the corporate fundraising team to develop digital content to engage and steward corporate partnerships; develop social media content to promote corporate partnerships as appropriate.
- Advise other teams, such as advocacy and campaigns, on how to target audiences to enhance their work.
- Develop and implement a mobile (phone & tablets) strategy to ensure all digital communications are suitable for mobile devices.
- In collaboration with the Infrastructure Manager, ensure the CRM is further developed and support the roll-out of a new CRM as soon as possible and integration of marketing automation.
- Manage relationship with external website agency and other suppliers, ensuring value for money wherever possible.
- Manage digital budget, working closely with the Finance team to ensure all invoices are correct and in plan.
- Build solid, productive relationships across the SOS family to share best digital practice, alongside an understanding of national market difference. There's also the opportunity to engage with and advise colleagues working in frontline roles with children on how digital marketing could enhance their work.
- Contribute to and learn from existing SOS federal digital working groups, to ensure any insights are shared and taken on board, e.g., 'Digify' and 'Digitribe'; engage in direct dialogue with individual SOS fundraising offices ('PSAs') that are successful in digital marketing/fundraising and draw on key learnings relevant to the UK market.
- Report on digital performance and present findings and information to teams.
- Manage internal project management software, ensuring users are using the tool correctly and collaboratively.

Other:

- Implement the Equal Opportunities Policy into daily activities.
- Be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC Directives, including reporting any health and safety hazard immediately when you become aware of it.
- Keep up to date with trends and changes in the digital marketplace.



- Ensure the Code of Fundraising Practice is followed, as stipulated by the Fundraising Regulator and best practice is adhered to. Be aware of and ensure compliance with legal requirements.
- Undertake any other duties as may reasonably be required in this post.

PERSON SPECIFICATION

Education and Qualifications:

Degree level education

Training or qualifications in Google Analytics/PPC/SEO/social media

Experience:

- Minimum three years' experience in managing successful digital marketing campaigns, ideally for international non profits
- Experience in identifying target audiences and devising campaigns that engage, inform, and motivate
- Strong experience in working in fundraising/income generation and planning campaigns that generate leads with a view to converting audiences to regular giving
- Strong understanding and experience of using all core social media channels, including Facebook, Twitter, LinkedIn, and Instagram
- Experience of setting up and managing paid social media adverts, coordinating paid advertising with organic social media outputs
- Strong knowledge of Search Engine Marketing, including SEO and PPC. In particular, experience in successfully managing Google Ads (and ideally Google Grants) to boost online traffic and conversions
- Experience in developing website pages and optimising content for SEO and UX
- Experience in developing an effective email marketing strategy, creating engaging and personalised content to enhance supporter retention rates
- Experience in implementing a testing strategy to optimise performance across all digital channels.
- Strong understanding of Google Analytics or other analytics software, and ideally experience in using tools such as Google Sheets and Google Data Studio for providing reports and insights for all stages of the user journey.
- Experience in effectively delegating work to digital assistants, interns, or volunteers, and training them in new skills if required
- Experience working with external agencies
- Experience of explaining digital marketing and fundraising to colleagues with limited knowledge in this area
- Excellent communication and team working skills

Knowledge and skills:



- Up to date with trends and best practice in online fundraising and measurement
- Good understanding of use and potential of CRM databases and experience of segmentation and data selection criteria
- Knowledge of data protection and self-regulatory codes of practice in relation to digital communications and marketing activities to ensure compliance with GDPR and other codes of practice
- Time management
- Manages self, learning and personal development

TO APPLY:

Please apply by sending an up-to-date CV and cover letter outlining how you meet the requirements of the person specification by **Wednesday 25th May at 5pm** to Catherine Weston, Director of Communications and Brand: catherine.weston@sosuk.org

Please also email for an informal discussion about this role ahead of the closing date.

Benefits of working at SOS Children's Villages UK

- 25 days annual leave entitlement, plus 8 paid bank holidays
 - non-bank holiday working days during the office closure between Christmas and New Year are treated as additional paid time off.
- Employee Assistance Programme access.
- Cycle to Work Scheme available.
- Life Assurance Cover.
- Pension Scheme Membership.
- Contractual sick pay.
- Flexible working.
- Statutory maternity & paternity pay.
- Charity/Volunteer Days up to 2 days per annum.
- Travel loan.
- Sabbatical leave.
- Training & Development policy.

Additional Resources

- [SOS Children's Villages UK organogram](#) (see below)
- [SOS Children's Villages UK latest Annual Report](#)
- [Why work for SOS UK](#)

