Job Description

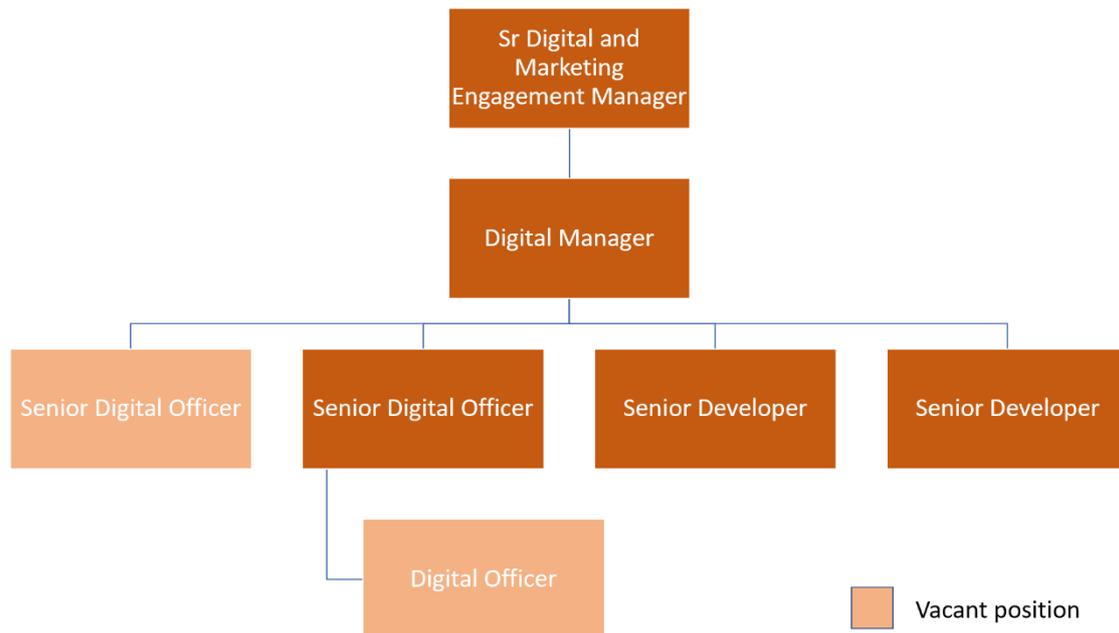|	
Job title:	Senior Digital Officer
Department:	Policy & External Affairs
Reporting to:	Digital Manager
Salary:	£39,153 per year
Hours:	35 per week
Location:	Based in London (currently from home) with occasional UK-wide travel in future, subject to national Covid-related restrictions
Contract type:	Permanent

Aim and influence

- Management and development of email marketing platform (Adestra); training and supporting users throughout the organisation in its use;

- Leading on the user experience of the website CMS and training users across the organisation;

- Contributing to the strategic development of the above platform

- Contributing to our digital and data transformation programme through knowledge of digital marketing, web content and SEO

**Together
we will end
homelessness**

Organisational chart

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                    │    Sr Digital and   │
                    │      Marketing      │
                    │ Engagement Manager  │
                    └──────────┬──────────┘
                               │
                    ┌──────────┴──────────┐
                    │   Digital Manager   │
                    └──────────┬──────────┘
          ┌──────────┬─────────┼──────────┬──────────┐
  ┌───────┴──────┐ ┌─┴────────┐ ┌─────────┴──┐ ┌─────┴──────┐
  │Senior Digital│ │ Senior   │ │  Senior    │ │  Senior    │
  │   Officer    │ │ Digital  │ │ Developer  │ │ Developer  │
  │              │ │ Officer  │ │            │ │            │
  └──────────────┘ └────┬─────┘ └────────────┘ └────────────┘
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              ┌─────────┴────────┐
              │  Digital Officer │
              └──────────────────┘
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☐ Vacant position

Please note structure is subject to change

Job responsibilities

- Working with colleagues in our supporter engagement, digital marketing, data and CRM teams to ensure great supporter journeys are developed and executed on our email marketing platform and website

- Developing our email marketing programme through tools such as automation

- Managing key relationships with our email marketing platform provider, Adestra and ensuring we are across the latest features they release for improving email design, open rates, conversion etc.

- Ensuring high standards of data protection and integrity are applied to our email marketing campaigns and products in compliance with relevant data protection legislation and Crisis' internal policies

- Briefing developers on change requests to the website and or integration with Adestra as part of developing supporter journeys

- Training users on the website CMS, helping them to plan content for maximum impact with good SEO practices

- Develop and update the team's documentation on key processes, procedures and best practice

- Collaborate with colleagues responsible for Crisis' data management to enable the accurate, reliable movement of information between our email marketing tool and other systems used for communications, insight, and reporting

- Contributing to the development of a customer data platform and marketing automation tool

- Answering helpdesk queries from colleagues, solving problems or passing to developers for resolution

- Representing the digital product team in project or cross-organisational meetings

- Taking part in agile sprint planning, adding work to the team board and managing your own tasks in JIRA

General responsibilities

- Actively encourage and support member involvement within Crisis

- Develop an understanding of homelessness and Crisis' aims

- Follow Crisis policies and procedures, including health and safety

- Carry out other reasonable duties that may be required

Person Specification

Essential

1. Experience of managing or working with a large enterprise-level CMS

2. Experience of managing or working with an email marketing platform

3. Ability to train users at different levels and create and maintain compelling documentation and user guides

4. Understanding of principles of data protection and consent to contact

5. Comfortable taking part in technical discussions even when some of the topics are outside your own area of expertise

6. Commitment to Crisis' purpose and values including equality and social inclusion

Desirable

1. Understanding of agile methodology

2. Experience of using agile project management tools such as JIRA, Trello, Basecamp

3. Specific experience of the Adestra or Umbraco products

4. Knowledge or experience of working with marketing automation technology

5. Familiarity with digital marketing principles – segmentation, SEO, optimization etc

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

Support your statements with specific examples that show how you meet each of the person specification points. You may wish to use the STAR approach:

S or T – Situation or task

Describe the situation or the task that you had to complete. It could be something from your previous employment or personal experience – just make sure it's relevant. Given enough detail for the person shortlisting to understand what was involved

A – Action

Describe the action you personally took to resolve the situation or task. Explain the process/steps you took. Even if you are describing a group project, describe what you did rather than what the team did as a whole

R – Result

This is the crucial part of the answer. Explain how your actions resulted in a successful outcome. Talk about what you achieved, the benefits and what you learned.

A strong application will also be in line with the Crisis Values that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.