

Operational / External Title: Marketing and Product Executive	
Role Title:	Marketing and Product Specialist
Date of JD Review:	June 2022
Department:	Funding
Team:	Events & Community Engagement
Tenure:	Full time, Fixed-Term (1 year Maternity cover)
Band & Range:	Band C
Location:	London, Hybrid
Reports to:	Head of Events & Community Fundraising
DBS check required:	Yes [DBS Roles]
Role requires UK travel:	Yes- The post holder will be required to: Attend some 3rd party events in the UK, during evenings and weekends, separately of office attendance
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role require International Travel:	No
Internal Key Contacts: Data Protection Officer, Digital, Acquisition, Retention, Data & Insight, Supporter Administration, Supporter Contact, Brand and Media teams External Key Contacts: JustGiving, Enthuse, Tiltify, agencies, suppliers, third party event place providers e.g. Run for Charity, Discover Adventure, London Marathon	

Purpose Of the Role:

To lead on the planning, creation and delivery of multi-channel marketing campaigns for the Events and Community Fundraising team and responsible for recruitment of existing and potential supporters to ActionAid through a variety of fundraising events. This role is an expert in content creation, producing engaging video content for paid social campaigns and other digital channels. This role also drives forward insight-led new product development, maximizing opportunities to innovate and explore new events and community fundraising streams.

Main Accountabilities:

Team Working

- Engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, and 'My Feminist Behaviours' (including adherence to our Code of Conduct).
- To undertake any other duties, appropriate to the level in accordance with agreed procedures and guidelines.
- Proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning.
- Work collaboratively with all departments across the organisation, building strong working relationships and networks in order to achieve AAUK's wider objectives.
- To play an active role in the Funding department, promoting positive, effective working, innovation and best practice.
- To actively participate in cross organisational working groups and projects. Represent the team and actively contribute at internal meetings, away days and staff briefings.
- To help train new staff and participate in their induction to AAUK.
- Demonstrate feminist behaviours when working with others and show commitment to anti-racism, decolonisation and ActionAid UK's values, vision and strategic aims

Budgeting, planning and reporting

- Support the Head of Events & Community Fundraising with the annual planning process, contributing to the activity and income plan.
- Monitor recruitment KPI's, income and expenditure and providing regular information to the Head of Team for monthly reporting & reforecasting

Supporter Care

- Work closely with Events & Community Team members to ensure they have the tools and knowledge they need of upcoming events and new product development, so they can provide excellent stewardship to all fundraisers.
- Work to support our Every Supporter Matters ethos, ensuring that individual supporters' needs are fully considered in every communication and contact point.
- Work closely with Supporter Administration and Supporter Contact teams to ensure effective enquiry processes and systems are in place, and that they are aware of all upcoming marketing activity.

Marketing, Content Creation and New Product Development

- Lead on the creation of multi-channel marketing strategies (using a mix of online and offline channels) to recruit supporters to take part in a range of Events and Community Fundraising activities (e.g. London Marathon, Own Place Challenge Events, School Fundraising, ActionAid Events and more).
- Responsible for direct delivery of marketing activities across META, TikTok email and mail, with space to explore new marketing channels.
- Ensure approach is insight-led, innovative, cost-effective and distinctive from competitors, as well as being complementary and integrated with other internal offerings.
- Responsible for creating engaging content to be used across a range of digital channels (social, website, email, PPC) with expertise in creating trend-led video content to be used across paid and organic socials.
- Create and test new fundraising propositions/offerings that are driven by data and audience insight, to ensure they meet the needs of the target audience. Be proactive in seeking new Events & Community fundraising opportunities and project manage the product development to move ideas through creation, testing and roll out.
- Keep up to date with latest digital trends and content ideas that can be implemented across the Events & Community Engagement programme.
- Conduct full evaluations of campaign performance and use learnings to improve future performance

EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential Criteria:

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.
- Commitment to AAUK's Data Protection & Processing Policy and ability to comply with Data protection legislation and best practice in data management and processing.
- Track record of building and delivering successful multi-channel marketing campaigns
- Experience in creating engaging and compelling content to be used across a range of digital marketing channels
- Proficiency in video editing software such as CapCut, VN, Instagram Edits, Adobe Premiere Pro, or similar
- Excellent understanding of how use, build campaigns and report on digital marketing platforms including but not limited to META, TikTok, email and Google Analytics
- Outstanding written and verbal communication skills with a strong attention to detail
- Ability to manage multiple priorities, work to deadlines and on own initiative
- Experience of monitoring, reporting and forecasting against plans and budgets
- Creative, innovative, motivated by pushing the boundaries
- Robust, confident, positive 'can-do' attitude that thrives on challenges and is calm under pressure
- Excellent internal and external stakeholder management skills and can work collaboratively with the immediate and other teams

Desirable Criteria:

- Experience of living and working in the “Global South”, especially regions where we are funding programmes & projects
- Experience of working for an INGO
- An understanding of international development and/or humanitarian relief work
- Project management of new product development from conception to roll out
- Experience working in or with events and community fundraising teams

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.