

<b>Job Title:</b>	Senior Digital & Data Marketing Manager	<b>Function:</b>	Marketing, Communications & Fundraising
<b>Reports To Manager:</b>	Head of Marketing	<b>Job Family:</b>	Support & Professional
<b>Date:</b>	January 2025	<b>Band:</b>	7

**Purpose:** Lead the performance, integration, and optimisation of marketing technologies and data systems, with a specific focus on CRM strategy, digital platforms, and data-driven marketing to support our purpose of keeping people and pets together when times are tough.

Responsibilities	Performance Measures	Organisational Skills & Values
<ul style="list-style-type: none"> <li>Lead manage and develop the team through the whole employee life cycle.</li> <li>Develop and execute digital marketing strategies and data analytics ensuring processes are optimised for performance and efficiency</li> <li>Accountable for the performance and effectiveness of marketing technologies, including the website, Dotdigital and data-driven marketing systems, while fostering a culture of innovation and continual improvement.</li> <li>Drive continuous improvement across CRM, digital platforms, and data systems, ensuring efficiency, scalability, and alignment with PDSA's objectives.</li> <li>Leverage CRM insights and data analytics to drive segmentation, personalisation, and performance in email, direct mail, and digital campaigns</li> <li>Optimise SEO strategies to enhance website visibility and engagement.</li> <li>Lead data marketing efforts across email and direct mail (DM) campaigns, leveraging insights to deliver impactful campaigns.</li> <li>Ensure integration and alignment of marketing data to support broader organisational goals.</li> <li>Oversee data analytics to inform marketing decisions and measure campaign effectiveness, driving continuous improvement.</li> <li>Collaborate with cross-functional teams to integrate digital initiatives with broader marketing efforts.</li> <li>Monitor and report on the performance of digital systems, ensuring high standards of delivery and identifying areas for improvement.</li> <li>Manage relationships with external partners (e.g., Adroit), ensuring collaborative success in delivering data and digital marketing solutions.</li> <li>Develop and oversee the implementation of a Digital Asset Management (DAM) system to streamline, working collaboratively with brand and content teams to deliver content storage, organisation, and retrieval</li> <li>Work closely with the IT team to ensure robust system functionality, data security, and alignment with marketing needs.</li> <li>Ensure compliance with data protection regulations in all digital activities</li> <li>Compliance with all PDSA policies and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>Increase in online engagement and donor conversion rates</li> <li>Achievement of digital fundraising targets</li> <li>Positive feedback from stakeholders on digital initiatives</li> <li>Effective budget management with adherence to financial guidelines</li> <li>ENPS scores in line with expectations</li> <li>Operate in line with departmental SLA's</li> </ul>	<ul style="list-style-type: none"> <li>Head and Heart</li> <li>Better together</li> <li>Passion with purpose</li> <li>Planning and organising</li> <li>Acting commercially</li> <li>Leading Effectively</li> </ul>
	Dimensions	Role-specific knowledge & skills
	<ul style="list-style-type: none"> <li>Direct Reports: 2</li> <li>Indirect Reports: 4</li> <li>Budget: C. £0.75m</li> <li>Internal Contacts: Senior Leaders, MCF, Data &amp; Analytics, Systems &amp; Technology</li> <li>External Contacts: Partners, Agencies</li> </ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Proven experience in digital marketing and data analytics within the charity or non-profit sector</li> <li>Strong analytical skills with the ability to interpret complex data</li> <li>Effective communication and stakeholder management skills</li> <li>Proficiency in digital marketing tools and platforms</li> <li>Experience with CRM systems and data analytics tools</li> <li>Experience of automated data marketing, and continual optimisation</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>Familiarity with fundraising strategies and donor engagement</li> <li>Professional certifications in digital marketing or related fields</li> </ul>

**Approved By: People Operations**

**Date: January 2025**

