



Role Profile

The Role			
Role Title:	Digital Engagement Executive	Reporting to (job):	Digital Engagement Manager
Legacy job titles covered by this role profile:	Fundraising Email Officer	Jobs that typically report into this role:	N/A
Function / Org Unit	Customer Engagement / Income Generation	Job Number:	TBC
Base and travel	Hybrid - Southwater and home based	Band (<i>to be assigned by Reward</i>)	B
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	0
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	<p>The post holder is required to work in a very autonomous and creative way, using their initiative to solve problems, work closely with departments across the Society and manage their workload effectively in order to deliver a high level of service to those requesting work.</p> <p>Deciding on frequency, timing, audience targeting, content, copy and design of emails. These decisions help us to effectively engage our supporters via digital channels and keep our contact list nurtured and active.</p>

			Security and compliance of data held in compliance with GDPR
Working Environment	DSE User		
Role Purpose	<p>To develop innovative, digital communications that raise awareness, drive supporter engagement, establish long-term loyalty and increase return-on-investment (ROI) for our campaigns, communications and fundraising divisions.</p> <p>Collaborate with internal stakeholders to advise, plan, build, and report on our digital engagement communications with the initial focus on email and SMS. Supporting the Digital Engagement Manager with delivering inspiring, high quality, accessible and compliant, communications that are consistent with its messaging and working with aim towards an inspiring omnichannel customer experience (CX).</p>		
Principal Accountabilities	<ol style="list-style-type: none">1. Develop strong collaborative relationships with internal stakeholders, understanding their requirements, advising on, building and delivering email/SMS campaigns with a focus on maximising our engagement reach and ROI.2. Developing and editing mobile optimised, accessible, HyperText Markup Language (HTML) and Cascading Style Sheets (CSS) email templates to brief that are on brand and compliant with thorough cross client testing.3. Collaborating with team colleagues, the Digital Engagement Manager and internal stakeholders on sending emails, scheduling their dates with consideration to the wider digital engagement activities, with appropriate communication frequencies and customer journeys to maximise effectiveness and avoid conflicts of interests with other campaigns.4. Inputting email activity into the send schedule calendar and updating activity on the relevant planning tool.5. Implement measurable A/B tests, in conjunction with the Senior Digital Analyst, this includes testing content, design and behavioural targeting strategies, etc., with identifiable KPIs to optimise our digital communications. Share performance results with internal stakeholders, team colleagues and act on		

	<p>learnings to optimise our campaigns.</p> <ol style="list-style-type: none"> Collaborate with the Data team, implement contact source data uploads and SQL Querys in our Customer Relationship Management (CRM) system as required for the operational delivery of our digital communications, while adhering to the Data Protection Act (DPA) and General Data Protection Regulation (GDPR) for all data processes. Working with the Digital Engagement Manager to act as a centre of excellence and subject matter expertise in relation to our CRM. Empowering internal stakeholders to engage with and understand the performance of campaigns. Working with the Digital Engagement Manager on transactional emails, collaborating with payment processors and the Data and Insight Team, to ensure that they are on brand and are part of a considered email journey. Testing transactional emails and ensuring their continual functionality. In collaboration with the Data and Insights team and Digital Engagement Manager to develop and deliver behavioural marketing strategies, using supporter preferences and behavioural data to develop personalised email communications and engaging integrated user journeys.
Key Interfaces	<p>Manage internal stakeholder relationships, building the key relationships required to ensure campaign effectiveness and deliver against campaign strategy.</p> <p>Working closely with team colleagues, maintaining strong communication and adhering to workflow processes to enable collaborative working on campaigns if required and creating a holistic view of our digital communications, maintaining good time gaps between activities to avoid conflicts of interest - notify internal stakeholders as required.</p>
The Person	
Personal Attributes and Key Competencies	Excellent verbal and written communication skills.

	<p>Ability to manage time effectively and work well under pressure to tight deadlines - both independently and as part of a team.</p> <p>Excellent multi-tasking skills to deliver on a number of delegated campaigns concurrently.</p> <p>Self-motivated and eager to learn and develop new skills required to complete tasks required.</p>
Essential Key Skills, Qualifications & Experience	<p>Educated to A Level or equivalent or ability to prove equivalent extensive experience creating and delivering digital communications - editing existing and creating new templates.</p> <p>Experience of copywriting and hypertext markup language (HTML)/Cascading Style Sheets (CSS) coding templates.</p> <p>Knowledge of and experience working on a Customer Relationship Management (CRM) system.</p> <p>Experience of working with and administering databases and user accounts, preferably Salesforce and Marketing Cloud.</p> <p>Experience of working independently and as part of a team on multiple digital communication campaigns, delivering to tight deadlines, from implementing the planning stage through to completion and reporting.</p> <p>Evidence of building and maintaining productive working relationships.</p>
Desirable Key Skills Qualification & Experience	<p>Experience in using Salesforce Marketing Cloud (SFMC), preferably a good level of knowledge of Email Studio, Content Builder, Audience Builder, Analytics Builder, Journey Builder, Ad Studio, Mobile Studio).</p> <p>Knowledge of AMPScript and SQL Query.</p> <p>Experience in using Litmus.</p> <p>Experience of reporting on email campaigns and measuring success and recommending ways to optimise based on evidenced learnings.</p>

	<p>Experience in using the Adobe suite, (preferably: Photoshop, Dreamweaver and Indesign).</p> <p>Knowledge of E-commerce functions and requirements.</p> <p>Knowledge of SMS/mobile marketing.</p> <p>Experience in using FTP software, preferably Filezilla</p>
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p>

	<p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation		
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>		
Profile written by: Lisa McLelland	Role: Head of Data and Insight	Date: 18/5/22
Approved by (operations):	Role:	Date:
Approved by (HR): Luan Moorshead	Role: HRBP	Date: 20/5/22
Date Job last evaluated: May 2022		