

Role Profile: Digital Acquisition Advisor

Role updated: 04/05/2025

Department	Division	Location	Salary Band
Income and Public Engagement	Communications	UK AnyLocal/Specific	D High
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Digital Marketing Manager		0	Individual Contributor

Purpose

The Digital Acquisition Advisor will lead on paid search (Google and Microsoft) and paid social campaigns (particularly on Meta), to help advance Christian Aid's mission. Using expertise in campaign optimisation and digital strategies, you'll work with the Digital Marketing Manager to plan, execute and optimise campaigns. Your focus will be on acquiring new supporters and generating income through targeted campaigns, effective budget management and performance analysis. Collaborating with key teams, you'll set KPIs and activate successful campaigns, managing 80% in-house and 20% with external partners. You will lead the delivery of Christian Aid's digital acquisition activity, ensuring all campaigns — in-house or agency-run — align with strategic goals and deliver strong performance. The goal is to deliver measurable results and maximise Return on Investment (ROI).

Main Areas of Responsibility & Accountability

- Lead the end-to-end execution of paid search and paid social campaigns, overseeing briefing, planning, creation, budgeting, delivery and reporting across multiple channels.
- Manage daily digital marketing operations across all paid advertising channels, including Meta, TikTok, affiliates, and YouTube. This includes updating creatives and bid strategies and delivering detailed performance reports.
- Deliver paid search campaigns on Google and Microsoft, using different campaign types (standard search, performance max and shopping), ensuring they are completed on time and within budget.
- Manage the Google Grants account, ensuring visibility across Christian Aid's key areas.
- Work with the Digital Marketing Manager to design and implement the digital acquisition strategy to drive user acquisition and revenue growth.
- Work closely with internal teams to develop, activate and manage high-performing campaigns, ensuring alignment with organisational goals.
- Ensure agency-delivered campaign activity aligns with Christian Aid's digital acquisition strategy, performance expectations, and delivery standards.
- Lead and facilitate meetings with internal teams, media agencies, and stakeholders to oversee, optimise, and align campaigns with agreed objectives, KPIs, and organisational goals for maximum impact.
- Partner with the Digital Optimisation Analyst to ensure accurate tracking and tagging, enabling the delivery of high-quality automated digital reports/dashboards that lead to actionable insights.
- Delivery of high-quality campaign reports with commentary to stakeholders.

Key Decisions

- Ability to take a long-term strategic approach to paid channels, the role will lead and influence key decisions on budget allocation and strategy.
- Ability to provide strategic recommendations to optimise performance and drive impactful results.

Budgetary authority (if applicable):

- Delegated authority for the management and implementation of the Google Grants budget.
- Accountable for achieving income targets.

Problem Solving

- Understanding of digital analytics and ability to use Google Analytics 4 to analyse campaigns to identify performance trends and actions.
- Analyse organisational and team goals in order to guide and recommend digital marketing efforts.

Knowledge, Skills and Experience

Essential:

- Proven expertise in managing and optimising paid social campaigns (Meta Ads, YouTube, TikTok, etc.) with at least three years of experience, either in-house or on the agency side, leveraging advanced targeting techniques such as custom and lookalike audiences.
- Proven expertise in managing and optimising paid search campaigns across Google Ads and Microsoft Advertising, including Google Grants accounts, with over three years of experience in-house or agency-side. Skilled in applying tactics such as keyword intent targeting, audience segmentation, comprehensive testing frameworks, and automated bidding strategies.
- Hands-on experience with ads creation using creative tools such as Canva and Photoshop and collaborating with creative agencies to develop compelling ad creatives for acquisition campaigns.
- Proficient in setting up automated reports to analyse campaign performance data, interpret key metrics, and deliver actionable insights to maximise ROI.
- A good understanding of wider marketing principles: understanding user journeys and how to influence them through paid campaigns, implementing effective marketing messaging at all stages of the funnel.
- Experience in managing and allocating budgets across various campaigns to maximise ROI, including setting up and managing bids and budgets effectively.
- Experience with digital analytics tools (e.g. Google Analytics and GTM) and proficiency in tracking set-up.
- Strong communication and copywriting skills, including the ability to write ad copy, deliver clear recommendations, and present campaign strategies and performance reports effectively.

Key Interfaces

- **Internal:** Communication, fundraising and campaigns colleagues
- **External:** Media agencies and freelancers to plan and manage paid social campaigns. Working with Google and Microsoft customer success managers to review paid search performance.

- Ability to work collaboratively with internal teams and external media agencies to develop and execute successful campaigns.
- Experience project managing end-to-end digital marketing campaigns, including briefing, creation, delivery, and performance analysis.

Desirable

- Meta Blueprint certifications
- Google Skillshop – Google Ads certifications, AdWords Fundamentals, Search Advertising, Shopping Advertising, Display Advertising, Mobile Advertising, Video Advertising and Google Analytics.
- Demonstrable understanding or experience of the non-profit sector

Travel

In Country: No Travel

Global: No Travel