

Role Profile: Digital Marketing Manager

Role updated: 04/05/2025

Department	Division	Location	Salary Band
Income and Public Engagement	Communications	UK Any	C Low
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Digital Lead		3	Team/Project Manager

Purpose

The Digital Marketing Manager will lead the development and execution of digital marketing plans that align with the overall digital strategy, driving income and awareness. Your work will span key moments in the supporter calendar — including cash appeals, product launches, and organisational communications. You will work closely with the Digital Lead to coordinate digital response for emergency appeals, collaborating with the Individual Giving team to ensure timely and effective activation. This role is central to driving digital marketing in all its forms — from paid search and paid media to email marketing — using data-led insight to deepen supporter relationships and increase online income. You will play a key role in connecting teams across Christian Aid, helping to embed digital marketing into strategic planning across departments, including fundraising, campaigning and volunteering. You will also oversee agency-delivered marketing activity, ensuring external input supports Christian Aid's strategic objectives and upholds delivery standards across all channels.

Main Areas of Responsibility & Accountability

- Plan, develop, and execute digital marketing campaigns that are delivered on time, within budget, and aligned with acquisition and revenue targets.
- Paid media, paid search, and email marketing drive income, strong traffic, engagement, and supporter conversion across priority campaigns.
- Strategic oversight (helicopter view) of e-communications and acquisition campaigns, creating high-level insights to ensure effective segmentation and timing
- Lead agency relationships to ensure paid digital campaigns are strategically aligned, insight-driven, and delivered to agreed KPIs and standards.
- Performance reporting and insight are delivered in collaboration with the Digital Performance Advisor, enabling data-driven decision-making and continuous optimisation.
- Humanitarian crisis responses are activated with a digital-first approach: rapid, agile, and iterative.
- Managed a high-performing team spanning acquisition, digital marketing, and email marketing, driving consistent performance and alignment with business objectives.
- Digital marketing input is provided into content gathering trip briefs and key campaign planning meetings, leading on creative concept testing to ensure assets are optimised for digital marketing and advertising channels.

Key Decisions

- Responsible for the planning, implementation and delivery of digital marketing strategy within campaigns in line with agreed budgets. Manages internal stakeholders and advises on digital best practice.
- Frequent decision-making that impacts the realisation of projects and plans.
- Recommend and manage the appropriate use of freelance contractors and agencies as the need arises.
- Contribute to the formulation of Christian Aid's digital strategy, content strategy and fundraising plans.
- Leads in wider discussions around digital marketing/fundraising strategy and cross-channel communications planning, and how digital marketing can help shape conversations around improvements and optimising a better planning process in working with other teams.

Problem Solving

- Skilled in using email broadcast software and Google Analytics to identify performance issues, troubleshoot delivery or engagement problems, and implement improvements.
- Applies data analysis from paid social, paid search, and display advertising to optimise campaign performance, resolve underperformance, and inform future strategy.
- Uses insight from digital platforms to make informed adjustments in real time — particularly during high-pressure scenarios like emergency appeals or major campaign launches.
- Capable of resolving integration challenges across multiple platforms to ensure consistent tracking, attribution, and reporting

Knowledge, Skills and Experience

Essential:

- Extensive experience developing and executing strategic digital marketing plans in B2C environments.
- Extensive technical and hands-on experience with Paid Search, Paid Social, and other digital marketing platforms, with a focus on campaign development, optimisation, and driving conversions and traffic.
- Demonstrated success in leading and developing high-performing teams to design and execute integrated digital marketing strategies, while effectively managing complex budgets and delivering measurable results.
- Strong understanding of email marketing strategy and segmentation, with experience delivering engagement and supporter journeys.
- Experience with a wide range of digital marketing tools and performance tracking platforms, including GA4, Google Tag Manager, Google Ads, Meta Ads Manager, Microsoft Advertising (Bing Ads), and other key analytics and campaign management tools.
- Experience overseeing e-communications and acquisition campaigns, ensuring effective audience segmentation, timing, and avoiding message overlap.
- Data-driven, evidence-based approach to campaign analysis and optimisation.
- Excellent organisational and time management skills, with the ability to manage multiple projects simultaneously.
- Strong communication and stakeholder management skills, able to influence and engage colleagues at all levels.

Desirable:

- Marketing or Digital qualification
- Project management experience
- Experience of working in/alongside of Scrum
- Experience and/or interest in international development

Key Interfaces

- **Internal:** Communication, CRM, fundraising and campaigns colleagues.
- **External:** Third party suppliers across platforms. Digital specialists in the NGO sector and beyond, taking part in new and progressive thinking, meet ups, etc. Freelancers, agencies and/or consultants, and media agencies.

Travel

In Country: Occasional

Global: Choose an item.