

**EDINBURGH CHILDREN'S HOSPITAL CHARITY  
DIGITAL MARKETING EXECUTIVE  
JOB DESCRIPTION/PERSON SPECIFICATION**

**Job Title:** Digital Marketing Executive  
**Job Location:** ECHC Office, Edinburgh/ remote  
**Reports to:** Marketing & Communications Manager

**Purpose:**

Enable the organisation to capitalise on digital marketing and fundraising opportunities to match new developments. Increase and enhance the profile of ECHC by boosting engagement with our brand and generating additional income.

Showcase the original and impactful work we do to support children in hospital by creating, implementing and optimising engaging digital content. Support the fundraising function by enhancing its digital capability to raise funds.

**Areas of Responsibility:**

**Supporting Brand**

- Designing and creating on-brand marketing materials and graphics to raise awareness of ECHC externally and within the hospital.
- Support the Marketing & Communications Manager to run organic and paid social campaigns from start to finish: planning, strategy, coordination, content creation, execution.
- Update website content and maximise website traffic.
- Manage social media channels to ensure consistent and appropriate content.
- Proactively work with our Children's Wellbeing Team (CWT) and NHS hospital staff to seek real life stories of children and families to enhance the impact of our external marketing materials, both printed and digital.
- With the support of the Marketing & Communications Manager, develop and maintain an information bank of photographs and a resource library of materials /case studies in relation to specific areas of ECHC's work.
- Support the production and distribution of e-news and email communications to supporters.

**Supporting Fundraising**

- Provide digital support to the fundraising function to enhance and improve digital income generation; advise on the digital aspect of ECHC's fundraising campaigns and appeals, for example to support the creation of a new sponsorship programme for our meerkat enclosure.
- Collaborate with the IG Fundraiser to ensure fully integrated campaigns and appeals are delivered; support the creation of appeal landing pages, donation platforms and data collection systems.
- Support the fundraising team to promote events and initiatives digitally; creating and running digital ads and boosting content.

**Reporting, Monitoring and Evaluation**

- Provide regular evaluations, analysis and reports on social media and website performance.
- Support the Marketing & Communications Manager to analyse the success of marketing campaigns. Monitor, analyse and report on the effectiveness of various online channels.
- Measure and report on website performance.
- Manage and report on programmatic and display ads; with the support of the Marketing Manager, begin to develop native advertising for ECHC.
- Support the Marketing & Communications Manager to ensure organisational understanding and use of brand guidelines; monitor compliance with ECHC's brand protocols

The post holder can be asked to complete any other reasonable tasks identified by the Marketing Manager

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REQUIREMENTS	ESSENTIALS	DESIRABLE
<b>Education &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Relevant and demonstrable experience in the field</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience (eg digital marketing, social media management, business)</li> <li>▪ Awareness of the work of related professional bodies i.e., CIM/CIPR</li> </ul>
<b>Experience &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>▪ Excellent understanding of digital marketing and communications and how they support a brand.</li> <li>▪ Demonstrable experience of creating and managing social media channels and content</li> <li>▪ Demonstrable in-depth knowledge of relevant digital packages including MSOffice applications, Facebook, Twitter, LinkedIn and Instagram, TikTok</li> <li>▪ Knowledge of Wordpress or another website content management system</li> <li>▪ A proven ability to seek and secure real life stories from beneficiaries to use in digital comms; an excellent storyteller; excellent content-creation and copy writing skills</li> <li>▪ Ability to keep abreast of fast changing trends on social media</li> <li>▪ Good eye for detail and proof-reading skills.</li> <li>▪ An ability to keep up to date with what is happening across ECHC, the CWT and the hospital to collect content for social media.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of working within a busy marketing and fundraising environment.</li> <li>▪ An understanding of the fundraising environment and how effective digital marketing can help raise funds.</li> <li>▪ Knowledge and experience of a range of marketing tools (e.g. Canva) and ideally ecommerce tools like woocommerce.</li> <li>▪ Knowledge and experience of managing Google Grants, associated advertising programmes and PPC campaigns would be useful.</li> <li>▪ The ability to think creatively, develop creative solutions, and translate ideas into successful initiatives.</li> </ul>

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<p><b>Personal Qualities</b></p>	<ul style="list-style-type: none"> <li>▪ Professional, and always conveys the values of ECHC</li> <li>▪ A passion for the rights of children and young people, and the strategic aim and purpose of ECHC</li> <li>▪ An ability to be empathetic and sensitive to the needs of ECHC's beneficiaries</li> <li>▪ A confident communicator; a positive self-starter; has the ability to take ownership and be accountable for work</li> <li>▪ Positive, persuasive, motivational individual with an obvious enthusiasm for the work of ECHC</li> <li>▪ Highly organised, with an ability to think on your feet and work at pace</li> <li>▪ The ability to manage expectations of stakeholders to achieve the best result for both them and the organisation</li> </ul>	
<p><b>Additional</b></p>	<ul style="list-style-type: none"> <li>▪ Willing to work evenings and weekends as required</li> <li>▪ Eligible to work in the UK</li> <li>▪ Willing to undertake additional study or learning as required to fulfil this developing role</li> </ul>	