

Job Profile

JOB TITLE: Digital Marketing and Social Media Manager

REPORTS TO: Head of Marketing, Brand and Digital Engagement

JOB PURPOSE: The Digital Marketing and Social Media Manager implements and manages GamCare's digital marketing activities across web, social media, email and paid media campaigns. The post holder will coordinate efforts to promote our support services, driving people to GamCare's National Gambling Helpline and digital support tools. Working within the External Affairs and Communications Directorate, the role ensures consistent messaging throughout our digital presence while delivering measurable results. It will have strategic responsibility for developing and delivering content across all GamCare's digital channels, and for managing these channels to ensure messaging aligns with GamCare's calls to action.

DIMENSIONS:

- Leadership of all marketing aspects of GamCare earned channels (excluding website), e.g. Social Media, forums, analytics.
- Oversight of digital marketing campaign budgets with responsibility for performance metrics and ROI analysis and reporting.
- Support and oversight of creative agency planning, execution and optimisation of paid media campaigns.
- Responsible for delivering measurable improvements in digital engagement metrics, including website traffic, social media engagement, email marketing performance, and conversion rates for our support services.
- Working closely with internal stakeholders to curate the best content to embed into digital marketing activities that align with our objectives and effectively promote our services to target audiences.
- Strategic responsibility for content development and management across all digital channels, ensuring consistency with GamCare's calls to action and key messaging.

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Partner with Clinical Services to ensure digital marketing effectively promotes GamCare's helpline and services and to create and curate the best insights and stories to retell across our platforms
- Regular collaboration with the External Affairs and Communications Directorate to ensure an integrated approach.
- Key internal stakeholders across GamCare's to support in creating content around their work.
- Regular reporting to both Head of Marketing, Brand and Digital Engagement and Director of External Affairs and Communications on digital marketing performance and campaign effectiveness metrics.

External

- Working with external digital agencies and freelancers to proactively lead digital marketing initiatives.
- Collaborating with external partners to develop joint digital marketing initiatives that amplify our messaging.
- Managing relationships with measurement and analytics platform providers, interrogating findings and making recommendations.

OVERALL ACCOUNTABILITIES:

Strategic leadership

1. Implement and manage GamCare's digital and social media marketing strategy across all channels, ensuring alignment with organisational objectives and brand guidelines to support the promotion of our services.
2. Work with creative agencies to plan and execute data-driven digital campaigns that effectively drive traffic to our support services, with clear performance metrics and ROI analysis. Effectively both partnering and holding to account when needed.
3. Liaise with wider Communications and Lived Experience and Participation teams, providing guidance, setting objectives, and supporting them to deliver high-quality content that can be used across digital marketing outputs.
4. Serve as GamCare's digital marketing specialist, proactively providing insights and recommendations to the Head of Marketing, Brand and Digital Engagement and wider leadership on best practices, emerging trends, and tactical opportunities.

Strategic planning and delivery

1. Create comprehensive digital marketing plans and content strategies that integrate with GamCare's broader marketing and brand strategy, with focus on promoting services through consistent, engaging content.
2. Maintain and refine digital marketing measurement frameworks that track performance across all channels and demonstrate impact against strategic objectives.
3. Manage GamCare's digital reporting dashboards and interpret analytics (GA4), including measuring our digital engagement and output on a monthly and quarterly basis to inform future strategy.
4. Own the digital marketing and social media planner and content calendar, encouraging collaboration across teams to ensure we have the best content that profiles what we do and why people should care.
5. Recommend opportunities for innovation in digital marketing approaches, keeping abreast of emerging trends and technologies that could enhance GamCare's digital presence.

Digital marketing management

1. Support our creative agency in the planning and execution of paid media campaigns across multiple platforms to maximise reach and engagement within budget constraints.
2. Support the Digital Platform Manager as required in the maintenance and optimisation of the GamCare website to reflect GamCare's key strategic priorities and ensure they are kept up to date and performing effectively.
3. Implement email marketing programmes, including designing engaging newsletter templates and utilising A/B testing, personalisation, and segmentation to improve open rates and conversions.
4. Establish and maintain digital content creation processes that ensure consistent messaging and branding across all digital channels while effectively communicating the value of GamCare's services.
5. Take strategic ownership of all GamCare's digital / social channels, ensuring they are optimally managed and used to deliver consistent, impactful lived experience messaging that supports our calls to action and drives service user engagement.
6. Collaborate with the Data team to produce robust, insightful reporting for use across the organisation, identifying trends and opportunities to improve digital marketing performance.
7. Find and create engaging digital content from across GamCare, by developing partnerships with internal and external content stakeholders.
8. Manage and optimise a content/asset library including photography and video as well as overseeing projects involving GamCare case studies, ensuring they align with our brand guidelines.

Collaboration and engagement

1. Keep the wider External Affairs and Communications colleagues informed on all digital marketing activity; supporting with forward planning to ensure integrated approach to digital communications.
2. Liaise with external partners and stakeholders to implement collaborative digital marketing initiatives that amplify our messaging and reach new audiences.
3. Work closely with Helpline and Online, Community Outreach and Treatment, and Education and Prevention teams to ensure digital marketing activities effectively support and promote GamCare's services.
4. Manage relationships with external digital marketing agencies and freelancers, ensuring they deliver high-quality work that aligns with GamCare's objectives and provides value for money.

Person Specification – Essential Criteria

Essential qualifications

- Professional qualification in digital marketing or related field would be advantageous, or equivalent experience in a digital marketing role

Experience

- Previous role(s) working in digital marketing and/or content creation at a management level.
- Managing the online presence of an organisation/brand; including overseeing the content creation, scheduling, monitoring and analysis of posts using a social media marketing platforms.
- Experience in planning and executing paid digital marketing campaigns across multiple platforms, with demonstrable results and ROI analysis.
- Designing and sending e-newsletter templates, using an email marketing tool and using A/B testing, personalisation and segmentation.
- Testing and procuring digital tools and SAAS (software as a service) platforms.
- Comfortable using audience insights from web, social and email analytics to inform digital marketing plans and campaigns, with experience in GA4 and other analytics platforms.
- Working collaboratively with internal stakeholders (including the wider leadership team), as well as managing/maintaining relationships with external stakeholders, such as digital agencies and freelancers.
- Line management experience, with ability to develop and motivate team members.

Skills

- Proactive rather than reactive. Looking for opportunities to improve across digital marketing, take charge and make sensible recommendations.
- Strong digital marketing analytical and creative skills including SEO, PPC, social media advertising, Canva content creation and email marketing management
- Draft/publish/edit web pages with basic HTML coding as well using other content management systems (CMS) where necessary.
- Manage/prioritise own workload and team resources, knowing when to escalate issues and ensuring accuracy.
- Produce creative content using a range of image and video editing software e.g. Canva, Adobe Creative.
- Strong analytic skills with the ability to interpret data to inform strategy and demonstrate campaign effectiveness.
- Excellent written and verbal communication skills, and ability to adapt style for different audiences and channels.
- Experience developing content strategies and managing digital channels to maintain consistent messaging/brand.
- Strategic thinking with ability to align digital marketing activities with broader organisational objectives.
- Budget management and resource allocation skills.

Circumstances

- Able to attend the London office (Moorgate) a minimum of 8 days per month.
- Able to travel across the UK very occasionally to include overnight stays to attend meetings or events.
- Able to attend meetings and events outside of normal working hours if required.
- Able to travel to a number of locations and to attend meetings (outside normal working hours).