

TREE AID ROLE DESCRIPTION

TITLE: Digital Marketing Assistant

PURPOSE: To work with the Digital Marketing Manager to execute Tree Aid's digital marketing activity to engage and convert target audiences.

KEY RESPONSIBILITIES:

- To support the Digital Marketing Manager to deliver digital marketing that helps deliver the objectives of all areas of fundraising and communications, including brand awareness and donor recruitment
- With support from the Digital Marketing Manager, to maintain targeted online user journeys, including using Google Ads, social media and SEO, to drive traffic to the Tree Aid website
- To create targeted content for the website, paid social media and other online platforms to grow Tree Aid audiences
- To use monitoring tools, including Google Analytics, to refine user journeys and messaging
- To work with the Digital Marketing Manager to create strategies to increase ROAS and engagement from digital ads

RESPONSIBLE TO: Digital Marketing Manager

MAIN TASKS:

Delivering the digital marketing strategy

With the Digital Marketing Manager, to work with the fundraising and communications teams to deliver excellent digital marketing campaigns to support Tree Aid's objectives, including creating memorable digital interactions, driving traffic and awareness, supporting digital fundraising, reaching target audiences, and growing Tree Aid's online following.

To create, monitor, and optimise digital campaigns on Google Ads, paid social platforms such as Facebook and LinkedIn, and other digital platforms under supervision of the Digital Marketing Manager.

Content and SEO

To write strong copy for digital ads that compel users to act, and follow Tree Aid's tone of voice and brand guidelines

To create and commission strategic creative content for Tree Aid online platforms to support marketing objectives.

To create content for the Tree Aid website as part of the SEO strategy, to increase traffic and engagement from target audiences.

Monitoring and evaluation

To use analytic and data sharing tools such as Google Analytics, Google Ads Manager, Facebook Business Suite, and Google Looker Studio (Data Studio) to identify trends and monitor performance.

To create regular reports to track performance and share useful insights with internal stakeholders.

Google Ads

To work with the Digital Marketing Manager to manage the ad grant, and paid Google Ads accounts, with regular optimisation activities such as adding/removing keywords, auditing search terms reports and adding negative keywords, and segmenting audiences.

To work with Google Merchant Centre to support ecommerce campaigns for Tree Aid's Gifts That Grow.

To work with Fundraising and Comms team-members such as the digital communications officer to implement campaigns that drive traffic to website content such as blogs, or evergreen content.

Social media

To work with the Digital Marketing Manager and the digital communications officer to grow Tree Aid's social media presence and help implement strategies across a growing range of channels to engage with our audiences.

Learning and development

To develop working knowledge and understanding of the different digital marketing platforms and channels that we use.

To work towards completing courses from the Google Skillshop and others as part of a structured development plan.

To stay up to date with latest industry developments and to be on the lookout for new opportunities for Tree Aid to use digital marketing to achieve its objectives.

PERSON SPECIFICATION:

Skills and Experience

- Experience of writing engaging copy for target audiences
- Experience using social media platforms such as Facebook, Instagram, Twitter, and LinkedIn
- Creative design skills; experience and keen interest in making digital content such as videos, images, banners, etc
- Strong IT skills including Microsoft Office applications such as Outlook, Word, Excel, and the internet
- Experience working with a CMS
- Strong standard of numeracy, able to find insights from data
- Well organised, able to plan and prioritise work within defined parameters
- Able to work as part of a team, happy to collaborate and share ideas
- Experience with Google applications such as Google Ads, Search Console, Tag Manager, Merchant Centre (desirable)
- Experience with paid social tools such as Facebook Ads Manager (desirable)
- Experience with digital design applications such as canva, or adobe suite, etc (desirable)

Personal qualities

- Alignment with Tree Aid's vision, mission and values
- A passion for, and commitment to, international development and to issues affecting rural communities in the drylands of Africa
- Interest in digital marketing and communication
- Interest in analytics and exploring stories told by the data
- Creative
- An active learner, who wants to keep improving their knowledge and skills