

Friends of the Earth – Job Description

Job title	Paid Media Specialist (12 month FTC)
Reporting to	TBC
Team	Brand, Marketing & Audiences
Career stage	Grade D
Line management	N/A

Purpose of the role

Working closely with key colleagues and teams from across the organisation, support the achievement of organisational awareness, supporter recruitment, income and retention targets through digital marketing, with a particular focus on PPC and paid social.

Provide specialist knowledge to improve the overall effectiveness and efficiency of our digital marketing programme.

Key responsibilities and tasks

- Providing expert advice on paid media to aid fundraising, brand and channel strategies, and support our digital diversification programme
- Managing digital campaign activity from conception to delivery across paid media, social media (Facebook, YouTube, Twitter, LinkedIn, Google, Instagram, TikTok, Snapchat etc.) to increase the reach and efficacy of key fundraising and brand messages, increasing donor and supporter engagement.
- Using digital media to increase awareness of Friends of the Earth and recruit new supporters/donors (working with others to retain supporters and increase engagement).
- Working with the Creative & Content team to develop content for paid social media activity.
- Delivering campaigns across paid social, display, PPC (incl. Adwords), SEO etc.
- Supporting the roll out of the new CRM and advising on how to maximise investment around omnichannel marketing.
- Supporting the Individual Giving Team with delivery of fundraising campaigns.
- Acting as a key point of contact for our media agency and providing overall guidance on our paid media strategy.
- Optimising in-house campaigns and producing regular reporting to improve organisational impact and effectiveness.

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Person specification

Essential:

- Candidates must have extensive experience of using Google Adwords, Google Tag Manager, Facebook Ads Manager and developing SEO capacity, and will be highly proficient with these tools.

- Candidates will have technical experience of putting tracking in place and monitoring and optimising campaigns.
- Significant analytical skills and a proven record of delivering actionable insight that drives impact and improvement.
- Proactive and innovative attitude, able to demonstrate experience of setting goals and leading projects in a self-sufficient manner.
- Excellent communication, collaboration and problem-solving skills.
- Experience of developing a channel testing strategy along with implementing, monitoring, and reporting around digital tests.
- Experience of managing external media agencies or working within a media agency environment.
- A flexible approach and fast to learn new skills and work with new tools.
- A commitment to carrying out the role in a way that reflects Friends of the Earth's supporter promise and organisational values.

Desirable:

- Experience of working within a campaigning organisation/context.
- Experience of Microsoft Dynamics, PowerBI and Google Analytics.

Our Values

Ability to demonstrate understanding and apply our values.

Integrity- We demonstrate integrity throughout everything we do, internally and externally.

Impact – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

Leadership – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

Focus on Friends- To build our influence we put new and existing ‘friends’ at the heart of our work.

Accountability- We hold ourselves and other to account for our work and how we work.

Learning and Enquiring Mindset- We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Date approved	
Date reviewed	

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.