

VACANCY

POSITION:	Senior Digital Media Marketing Officer
UNIT:	Digital Media Unit
PLACE OF WORK:	Save the Children Italia (Roma) with overseas travel where required
LINE MANAGER/REFERENT:	Head of Digital Media

INTRODUCTION TO SAVE THE CHILDREN

Save the Children is the world's leading independent organisation for children.

OUR VISION is a world in which every child attains the right to survival, protection, development and participation.

OUR MISSION is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives

Save the Children Italia (SC Italia) was created as an ONLUS in 1998 and is now a prominent member of Save the Children International.

SAVE THE CHILDREN'S VALUES:

ACCOUNTABILITY: We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

AMBITION: We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

COLLABORATION: We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

CREATIVITY: We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

INTEGRITY: We aspire to live to the highest standards of personal honesty and behavior; we never compromise our reputation and always act in the best interests of children

To finance our work we depend on the support of the general public, volunteers, the corporate sector, governments and international donor agencies.

JOB PURPOSE

To significantly grow Save the Children Italy digital fundraising income and to develop digital marketing activities. More specifically:

- To support the development of an innovative and cost effective on line strategy which will benefit all marketing areas within the organisation. □

- To initiate the development of new digital marketing channels and to improve the performance of consolidated ones, also in terms of acquisition funnel. Supporting online marketing activities throughout the organisation. □
- To support the promotion of fundraising products through digital channels, internet tools and online activities in general.
- To ensure the improvement of digital skills and delivery capabilities across the organisation, looking at key stakeholders needs and actions in terms of marketing objectives.
- To support lead generation and cultivation campaigns

RESPONSABILITIES:

- To manage both push and pull digital marketing campaigns, including SEM, programmatic buying, email marketing, social media marketing and other online advertising to acquire leads and donors.
- To support email marketing strategy for conversion, cultivation and retention of supporters including email execution (concept, subject, message, content and design), email list management, campaign reporting as well as training the staff outside Digital Unit.
- To proactively support the multi-channel and online/offline strategy in order to leverage on different channels roles and audiences and to create positive synergies in terms of acquisition funnel
- To manage and develop digital fundraising activities during emergencies (ex. earthquakes, floods, etc...)
- To support strategy and management of web projects in terms of marketing and fundraising and looking at the acquisition funnel optimisation as well as potential opportunities of marketing automation through the integration of other external systems (ex. CRM)
- To manage the web conversion improvement strategy and activities to increase landing pages conversion rates
- To manage the development of digital partnership in order to find new fundraising channels and opportunities
- To support actively and ensure the correct setup and configuration of campaigns tracking and ad-serving platforms
- To ensure functionality and usability of online donation systems and potentially to integrate online and offline data flows in order to improve analysis capabilities.

- To identify and tests new donation channels, platforms or payment methods in order to test and find new ways to increase the fundraising income, improving the supporter journey
- To evaluate all actions implemented, analyzing results and finalizing reports making recommendations for program refinement based on various tools, reports available and lessons learnt.
- To brief and manage external agencies and suppliers.

EDUCATION, COMPUTER AND LANGUAGE SKILLS

- University degree preferably in new media marketing, e-business or in a technical or analytical discipline as Engineering, Math, Computer Science.
- Highly computer literate and confident with Outlook, Word, and Powerpoint, Excel and the Internet; and an interest in appropriate use of current information and communications technologies
- Written and verbal fluency in Italian and English is essential.

EXPERIENCE AND QUALIFICATION

- A minimum of four years in digital marketing management is required.
- Strong knowledge and management of online advertising channels as search marketing, programmatic buying, social media marketing, display advertising and direct email marketing is required.
- Strong knowledge and advanced experience on search marketing platforms as Adwords, web analytics and ad serving platforms such as Google Analytics and Doubleclick
- Good knowledge and proven experience in landing page optimisation best practices and platforms such as Optimizely.
- Proven experience and knowledge of website design, web usability recommendations and best practices
- Strong knowledge of mobile channels, revenue models and responsive layouts issues.
- Proficiency in Internet marketing industry trends, vendor offerings, technologies and solutions.
- Awareness, understanding and genuine strong interest in current and latest digital trends, technologies and best practices in online marketing and measurement
- Solid technical skills in tag and pixel configurations as well as basic HTML and image editing system (e.g. Photoshop) skills are highly appreciated.

- Technical skills needed to interface between marketing and technical environment; a working knowledge of the internet technologies and its capabilities, server environments and ads delivery. □
- Understanding of fundraising principles and best practices. □
- Strong project management skills and ability to work in a multi-stakeholder context with tight deadlines. □
- Strong communication skills
- Ability to prioritise work and respond to a fast changing environment. □
- Ability to solve problems independently.
- An awareness of the role of strategic management, and an ability to recognise the impact of decisions.
- Proven ability to develop good and effective working relationships both with colleagues and with SC International and members, who are based throughout the world.□
- Demonstrable ability to multi-task.
- Commitment to Save the Children's aims and objectives.
- A strong creative drive with lots of ideas on how to engage target audiences and drive online actions through online communications.

SKILLS AND BEHAVIOURS (OUR VALUES IN PRACTISE):

Accountability:

- Holds self accountable for making decisions, managing resources efficiently, achieving results together with children and role modelling Save the Children values.
- Holds the team and partners accountable to deliver on their responsibilities – giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.
- Creates a managerial environment in-country to lead, enable and maintain our culture of child safeguarding.

Ambition:

- Sets ambitious and challenging goals for self and team, takes responsibility for own personal development and encourages team to do the same.
- Widely shares personal vision for Save the Children, engages and motivates others.
- Future oriented, thinks strategically and on a global scale.

Collaboration:

- Builds and maintains effective relationships, with own team, colleagues, members, donors and partners.
- Values diversity, sees it as a source of competitive strength.
- Approachable, good listener, easy to talk to.

Creativity:

- Develops and encourages new and innovative solutions.
- Willing to take disciplined risks.

Integrity:

- Honest, encourages openness and transparency.
- Always acts in the best interests of children.

PERSONAL SKILLS AND OTHERS:

- Demonstrable commitment to the vision, mission, values, principles, aims of Save the Children.
- Sensitivity/appreciation of diversity and ability to derive added-value from it.
- Proven ability of team working.
- Self motivated, flexible and proactive.
- Good analytical skills with the ability to identify key points from complex material or information.