

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
MANAGEMENT RESPONSABILITY:	Si
BUDGET HOLDER:	No

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 more specifically:

- To support the development of an innovative and cost effective on line strategy which will benefit all fundraising areas within the organisation.
- To initiate the development of new digital marketing channels and to improve the performance of consolidated ones while supporting online marketing activity throughout the organisation.
- To ensure the functionality and the development of marketing activities of Save the Children Italy through Internet, new technologies and digital channels.
- To support the promotion of fundraising products through digital channels, internet tools and online activities in general.
- To support the communications activities through Internet when required and according to schedule.

RESPONSABILITIES:

Digital marketing campaigns management:

- To manage email marketing efforts for conversion, cultivation and retention of donors and sponsors including email execution (concept, subject, message, content and design), email list management and campaign reporting.
- To manage search engine strategy for paid (SEM) and natural search (SEO) programs through search engines and commercial websites.
- To support the strategy and the management of online sponsorship campaigns and systems and the integration to the organization website, the dedicated micro-website and the donor database.
- To manage both push and pull digital marketing campaigns, including SEM, display adv, email marketing, social media marketing and other online advertising for web to acquire donors.
- To manage the Wish List product digital campaign and contribute significantly to the overall Wish List strategy
- To manage outbound email campaigns, including sponsor and donor conversion, cultivation and retention.
- To identify and manage digital partnership in order to find new fundraising channels and opportunity.
- To manage and develop digital fundraising activities during emergencies (ex. earthquakes, floods, etc...)

Monitoring & Reporting:

- To evaluate all actions implemented, analyzing results and finalizing reports making recommendations for program refinement based on various tools, reports available and lessons learnt.

Donation Systems & Platform:

- To identify and tests new donation channels or platform in order to increase the fundraising income.
- To ensure the functionality of the services available through Internet, the data flows and the on-line donation system. To maintain and develop an effective online donation system.

Other:

- To support the online positioning and visibility of Save the Children Italia via search engines, social media marketing and other online marketing activities.
- To support several HVD activities within HVD department such as Christmas campaign, celebration and gifts.
- To brief and manage external agency.

Responsibility for the staff

- This post will line manage the Digital Marketing Officer and the Digital Marketing Assistant.
- The Digital Marketing Officer will also, from time to time, be responsible for the day-to-day supervision of temporary or voluntary staff.

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 three years in digital marketing related project management is required.
- Strong knowledge of pay per click advertising, online affiliate marketing, display

advertising, direct email marketing is required.

- Strong knowledge of mobile channels, its main platforms, and social media models is required.
- Strong knowledge of SEM and SEO skills are required.
- Strong knowledge and experience with web analytics platform such as Google Analytics and proficiency in landing page optimization tools and best practices.
- Proficiency in Internet marketing industry best practices, vendor offerings, technologies and solutions.
- Awareness, understanding and genuine interest in current and emerging digital technologies and trends, like social media growth, mobile marketing and viral marketing concept.
- Solid skills in HTML, CSS, image editing system (e.g. Photoshop) skills are highly appreciated.
- Proven experience and knowledge of website design, web usability and accessibility issues.
- Understanding of fundraising principles.
- 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.
- Proven effective communication skills. The job will require excellent writing skills and ability to edit.
- Good organisational skills and the ability to work to tight deadlines.
- 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.