



## JOB DESCRIPTION

<b>Position:</b>	Digital Marketing Manager – New Markets
<b>Reports to:</b>	Senior Director of Direct Marketing – New Markets
<b>Location:</b>	London, UK (plus international travel approx 10% of time)
<b>Salary:</b>	circa £40,000 per annum
<b>Grade:</b>	6
<b>Contract:</b>	Permanent
<b>Hours:</b>	Full time (37.5 hours)

## BACKGROUND

Over the past 80 years, the International Rescue Committee (IRC) has developed unparalleled expertise in responding to emergencies and helping uprooted communities to rebuild. Founded in 1933 at the request of Albert Einstein, the IRC offers lifesaving care and life-changing assistance to refugees forced to flee from war or disaster.

The International Rescue Committee UK is part of the IRC global network, which has its headquarters in New York and London. The IRC is on the ground in more than 40 countries, providing emergency relief, relocating refugees and rebuilding lives in the wake of disaster. Through 22 regional offices in cities across the United States, the IRC also helps refugees resettle in the US and become self-sufficient.

The IRC is committed to a culture of bold leadership, innovation in all aspects of our work, creative partnerships and, most crucially, accountability to those we serve. The IRC is a tireless advocate for the most vulnerable.

## IRC-UK

Our European headquarters, IRC-UK, were established in London in 1997 to support the organisation's global activities and particularly to diversify its donor base and be able to better advocate with European policy-makers on behalf of the people we serve. Since its establishment IRC-UK has grown rapidly and is now acknowledged for its high quality project management, technical expertise in governance and rights and economic recovery, and innovative thinking on early recovery and gender based violence. The IRC also has offices in Berlin, Brussels and Geneva.

IRC-UK comprises approximately 90 staff across five departments.

## Revenue Department

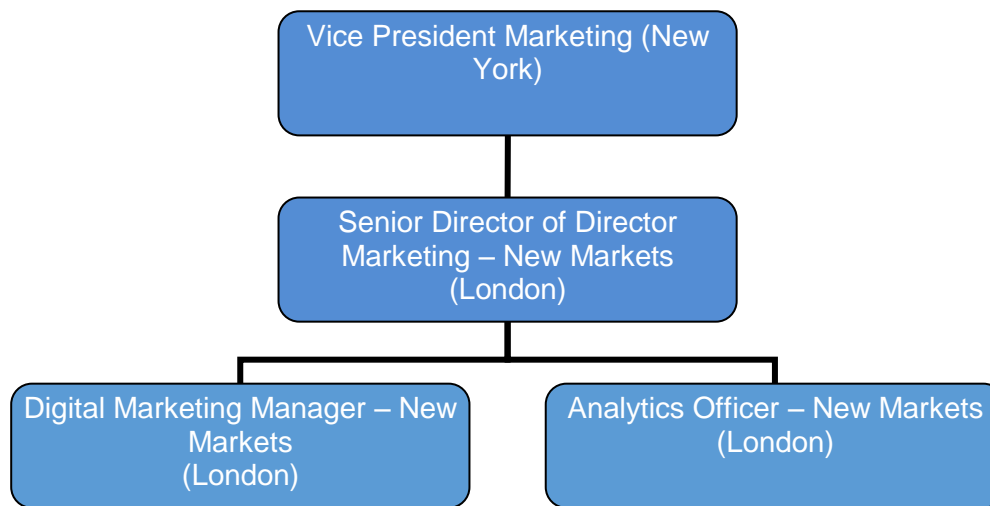
IRC's Revenue department is responsible for the global delivery of the International Rescue Committee's financial resources, and plays an important strategic role in the creation of its brand, awareness and support for its advocacy goals. The IRC's strategy centers on its ambition to continue to improve the scale and effectiveness of IRC programs worldwide with evidence of what works best to impact people's lives in conflict and fragile settings. Revenue comprises colleagues and teams delivering government funding, marketing, account management, leadership gifts, board liaison, and corporate & foundation partnerships to support this work. Primarily these colleagues are located in the USA – but IRC plans to significantly expand its global Revenue footprint in the coming years.

### **Purpose of the Post**

The Digital Marketing Manager (New Markets) will report to the Senior Director of Direct Marketing – New Markets and be part of a team of three digital marketers, each with a focus on either owned, earned or paid digital media channels. This role will focus on paid media in New Markets.

As the Manager focusing on acquiring new donors via paid media, the post holder will play a key role in helping IRC achieve its objectives to significantly grow our supporter base around the world.

### **Team Chart**



### **Scope and Authority**

#### Authority:

- The post holder has authority to make decisions regarding how to optimise the digital programme for new markets. .

#### Responsibility for Resources:

- This position has no line management responsibility

### **Key Working Relationships**

- Reports to Senior Director of Direct Marketing – New Markets
- No direct reports
- Indirect Resources: New markets colleagues, designer/writers (Creative & Brand), Business Analytics unit, Communications Department
- Internal contacts: Work in close collaboration with Supporter Recruitment, Creative & Brand, Data Analytics and Communications teams to develop and implement strategies for attracting new, high-quality prospects and monthly/annual donors. The post holder will also partner with Supporter Development on digital advertising efforts that influence donor retention and reinstatement, and with IPP on campaigns involving corporate partners.
- External contacts: Global digital media agency and other vendors, corporate partners, consultants

## KEY ACCOUNTABILITIES

1. Work closely with a global digital media agency to implement a global digital fundraising recruitment strategy. The initial focus will be Australia, Canada and other English speaking countries. More markets to be added to officer's folder.
2. Ensure that all key target markets globally receive a highly optimized experience to the point of transaction and work closely with global digital agency and internal teams to develop a seamless progression into stewardship and further cultivation.
3. Continually test and iterate recruitment and engagement (that leads to conversion) tactics via paid media to maximize engagement and revenue at the global scale.
4. Ensure that all KPIs are measured and regularly reviewed to enhance performance
5. Working with the creative and brand teams to ensure all paid recruitment materials are on brand and of the highest quality
6. Create and implement paid media plans to support on emergency and non-emergency campaigns with Corporate brands, recent partners include: Vevo, Airbnb, Google and Game of Thrones (HBO)
7. With the media agency and Analytics Officer (New Markets) provide regular real-time status reports on performance of paid media and suggest ways to maximize returns.
8. Manage and implement paid search, paid social, display on GDN and open web, and other paid digital advertising opportunities
9. Acquire new supporters through strategic messaging and optimized creative
10. Work with the agency and external and internal design teams to create advertising assets that meet campaign needs, goals and network specifications
11. Working with the media agency to place, test and continuously optimize ad spends across networks
12. Keep on top of all rapidly changing ad platforms and advise on new opportunities
13. Be a key member of the Direct Marketing new Markets team working with commitment, integrity and accountability to the "IRC Way" – IRC Global Standards for Professional Conduct

## PERSON SPECIFICATION

### Essential

#### Skills, Knowledge and Qualifications:

- Educated to degree level or equivalent experience
- Understanding of implementation and monitoring of paid digital fundraising campaigns internationally.
- Proven ability using analytics to inform and influence decision making
- Excellent IT skills including digital marketing tools such as Google Analytics, Facebook Business Manager / Power Editor, AdWords, Basecamp, email marketing and Microsoft packages (Word, Excel, PowerPoint and Outlook)
- Excellent Excel skills
- Well-developed verbal and written communication skills, to deal effectively, efficiently and appropriately with internal and external audiences
- Excellent financial and numeracy skills
- Excellent understanding of fundraising practices, codes of conduct and legislation

### Experience:

- Significant demonstrable work experience in modern high performance global digital fundraising environments
- Experience in a digital fundraising or marketing role
- A demonstrable track record of supporting the development of digital fundraising programmes to attract donors
- Experience of supporting the development of a global digital fundraising recruitment strategy
- User experience with Salesforce
- Experience of working with agencies
- Experience of working in a complex, global organization

### **Desirable:**

- Desirable experience with multi-channel international fundraising campaigns (Direct TV, Telemarketing, Direct Mail).
  - Google certification appreciated.
  - Knowledge of Arabic, French and / or Spanish appreciated.
  - Experience of using Silverpop (IBM), Salesforce
  - Experience of using Google Analytics, Facebook Business Manager / Power Editor, AdWords, Basecamp, Microsoft Office to generate useful management information / KPIs
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### **To Apply**

Please send a CV (two pages maximum) and cover page (two pages maximum) to:  
[applications@rescue-uk.org](mailto:applications@rescue-uk.org).

Please state clearly in your cover letter:

- Your reasons for applying
- How you meet the skills, knowledge and experience specified in the person specification part of the job description
- Where you saw the job advertised
- Current salary

This is a rolling recruitment and applications will be reviewed as they are received. Therefore, candidates are encouraged to submit their applications promptly.

In order to minimize administrative costs, IRC-UK will only contact short-listed candidates.

Candidates must have the right to work in the UK.

IRC-UK strives to be an equal opportunities employer. IRC-UK is committed to equality of opportunity and to non-discrimination for all job applicants and employees, and we seek to ensure we achieve diversity in our workforce regardless of gender, race, religious beliefs, nationality, ethnic/national origin, sexual orientation, age, marital status or disability.

Please note: this position is being re-advertised. Previous applicants need not apply.