Job Title:	**Digital Marketing Officer**
Reporting To:	**Marketing & Communications Manager**
Salary:	**£26,848 - £31,439**
Hours:	**37.5 hours per week**
Duration:	**Permanent**
Location:	**Alder Hey Children's Charity, Liverpool / Hybrid-working**

Job Purpose:	The purpose of this role is to support the planning, delivery and optimisation of Alder Hey Children's Charity's digital marketing activity across key channels, reporting to the Marketing & Communications Manager. This is a hands-on digital role focused on day-to-day delivery, advertising and optimisation across the charity's digital platforms. The Digital Marketing Officer will play a key role in ensuring digital advertising channels are engaging and effective in supporting fundraising, brand awareness and supporter engagement. The role works closely with colleagues across Marketing, Fundraising and Communications, and supports the delivery of digital activity set by the Marketing & Communications Manager.
Main Duties/Tasks	**Digital Duties:** **Content Creation, Management, and Campaign Support** • Creating, editing, and publishing content across the charity's digital channels (website, email, and ad channels) in conjunction with the Content Creation Officer and Marketing Officers. • Managing day-to-day updates to the charity websites using the CMS, ensuring content is accurate, engaging and aligned to brand guidelines. Maintain high standards of brand identity across all digital touch points. • Building and sending email communications using the charity's email platform, supporting segmentation, stewardship and supporter journeys. • Supporting the delivery of integrated marketing and fundraising campaigns through digital channels. • Adapting digital copy for different audiences and platforms, including web pages, email campaigns and digital appeals. **Digital Marketing Optimization, Reporting, and Budget Support** • Optimising and supporting budget monitoring for AI Search, Paid Search, SEO, and Google Grant campaigns. • Monitoring and reporting on digital performance using analytics and platform insights, identifying opportunities to improve engagement and effectiveness. • Supporting paid digital fundraising activity by preparing and advising on content, assets, and copy, and assisting with reporting and optimisation under the direction of the Marketing & Communications Manager. **Brand Management, Compliance, and Collaboration** • Ensuring all digital content and activity complies with brand guidelines, accessibility standards, GDPR, and relevant regulations. • Scheduling and managing organic content in line with agreed plans, adapting

	content where needed for different channels, working with Marketing Officers to ensure a consistent brand presence. • Working with internal colleagues and external suppliers or agencies, where required, to support digital delivery. • Supporting the Marketing & Communications Manager to maintain organised digital systems, content libraries, and workflows. **Other Duties:** • Be an outstanding advocate for Alder Hey Children's Charity in line with the core values of the organisation. • Be an active and supportive member of the Alder Hey Children's Charity team, contributing to team development and working collaboratively with colleagues and volunteers. • Attend and support events run by fundraising teams where required, including occasional out-of-hours working. • Gain and maintain an in-depth knowledge and understanding of the charity's work, priorities and future plans. • Any other reasonable duties as required by your line manager.

Person Specification

	Essential	Desirable
Qualifications, Knowledge and Experience	• Demonstrable experience working in a digital marketing, communications or content role. • Experience of managing and updating website content using a CMS. • Familiarity with paid digital advertising platforms such as Meta and Google Ads. • A practical understanding of social media platforms and how they are used to engage different audiences. • Basic understanding of digital analytics and performance reporting, measuring impact of campaigns and advising on improvements. • Good IT skills, including confidence using Microsoft Office packages.	• Experience of creating and delivering email communications using an email marketing platform. • Experience of managing Shopify site and updates. • Understanding of GDPR and the importance of data protection in digital communications. • Experience supporting digital fundraising or online appeals.
Skills and Attributes	• Commitment to principles of equality, diversity and collaborative working. • Ability to create engaging digital content and adapt messaging for different audiences and platforms. • Strong written communication skills, with attention to detail and accuracy. • An organised and methodical approach, with the ability to manage multiple tasks and deadlines. • Strong interpersonal skills and the ability to work collaboratively with a wide range of stakeholders. • Enthusiasm for digital marketing and a willingness to learn and develop new skills. • A proactive and adaptable approach to changing priorities. • A high level of professionalism, reliability and dependability. • Understanding the importance of confidentiality and responsible handling of information.	• Basic skills in image or video editing software. • Understanding of accessibility standards for digital content. • Knowledge of audience segmentation and supporter journeys.
Additional requirements	• Strong interest in working for a children's health charity. • An understanding of and commitment to the values of	

	Essential	Desirable
	Alder Hey Children's Charity. • Ability to communicate sensitively and appropriately with supporters, including families of children treated in the hospital. • High standards of personal conduct, honesty and integrity. • Willingness to occasionally work outside of normal office hours	

Our Values

Here at Alder Hey Children's Charity, our values guide the way in which we work. By being courageous, working together, being passionate about our work, and making sure that we are creative in what we do, helps us to deliver the support necessary so that our Hospital can continue to deliver the very best care for our young patients and their families. Our values are:

Courage: we try new things and take risks to innovate and drive forward new ideas. We have the courage to speak up and take a stance. We are accountable, responsive and responsible. We are unstoppable.

Together: we work together as one team, sharing our knowledge and learning. We work in partnership with patients, families, supporters and colleagues. We are respectful, celebrate diversity and empower each other to achieve our aims.

Passion: we are passionate about what we do and why we do it. We work together to share and grow. We inspire others.

Magic: we are fun, creative and child led. We create special moments, provide little extras and go further for our brave young patients.

In April 2025, the charity adopted a four-day working week policy, meaning staff previously working 37.5 hours a week are now working 30 hours a week to enable a four-day working week. We are confident that by embracing a more flexible and balanced approach to work, we can continue to create a thriving and fulfilling work environment while driving growth and success for our charity.

Note: This job description is intended to outline the general nature and level of work performed by employees within this role. It is not exhaustive and may be subject to change or modification as required by the needs of Alder Hey Children's Charity.

Alder Hey Children's Charity will make every endeavour to make any reasonable adjustments for applicants who require assistance in carrying out their duties due to a disability. Alder Hey Children's Charity is committed to equal opportunities and positively welcomes applications from all sections of the community. Alder Hey Children's Charity is committed to safeguarding children and vulnerable adults.

The post holder will be required to complete an enhanced DBS disclosure check.