

Digital Content Strategist

The Digital Content Strategist will play a pivotal role in forming the new digital hub at Open. The successful candidate will have the opportunity to shape how charities use digital platforms to inspire the next generation of donors - and how Open responds to exciting developments in the fundraising landscape.

About you:

- You're a digital strategist who's dedicated to driving response and engagement across channels, with a particular enthusiasm across paid social media and email marketing.
- You are passionate about the power of a great story. You have experience of using this passion in the real world, to craft highly effective response-driving messages and campaigns and can back this up with a portfolio of great work - and results.
- You have proven experience in measuring and optimising content, using lessons and validated insight to help scale content creation processes and a target-driven approach to dramatically increase reach and awareness.
- You are happy to nerd out about the latest innovations in digital communication, and you want to share those learnings with everyone around you. While you're keeping an eye on what's coming next, you're making the most of now, and achieving scale in response.
- Versatility is your middle name. Your passion and skill for storytelling isn't restricted to one channel: you need to be as comfortable in creating a plan as you are in creating a promoted tweet.
- You may well have built your experience in the commercial sector, and are looking for ways to apply your skills to make the world a better place for everyone.

Key responsibilities:

- Planning digital fundraising campaigns across email, social and other digital channels that drive results for fundraising appeals, supporter engagement and mass participation events.
- Writing social media, website and email content.
- Developing testing plans, delivering optimisations and performing analysis across campaign performance.
- Leading innovation in maximising new technology and platforms for fundraising.
- Delivering paid social media campaigns.
- Acting as a digital evangelist across the Open company, sharing learnings and upskilling colleagues.

Must haves:

- At least 3 years experience in a digital/content/integrated marketing role.
- Exceptional ability to speak and write English fluently, with flair.
- Experience of planning and running paid media campaigns on Facebook.
- Demonstrable evidence of optimising content effectively for different channels and audiences.
- A strong awareness of the role of data in marketing management.
- Experience in creating audience driven digital strategies.

Nice to haves:

- Knowledge of technology, Agile, UX and design thinking
- Experience of MailChimp and similar email platforms
- Experience of digital transformation
- Experience of working with third sector organisations