

Job title: Digital Marketing & Engagement Manager	
Reports to: Head of Customer Experience	Reporting to job holder: Digital Content Executive Digital Communications Executive Brand & Creative Designer
Overall purpose: To lead and manage Ben's digital engagement to support and drive awareness and engagement of Ben's Health & Wellbeing services, planning and delivering digital marketing campaigns that promote Ben's brand, products and services.	
Principle accountabilities: <u>Planning and organising</u> <ul style="list-style-type: none"> • Lead, manage and inspire the Digital Engagement function • Work with Head of Customer Experience to develop and deliver a digital engagement strategy (and delivery plan) across Health & Wellbeing services, using data and insights to enable informed decision making • Ensures the digital engagement functions annual operational plans focus on core business objectives and priorities • Plan and manage Ben's Health & Wellbeing awareness communications calendar • Plan and manage all Health & Wellbeing support (individuals and employer) emails and social media campaigns • Plan and manage all Health & Wellbeing website content for awareness, engagement, and support pages • Plan digital marketing campaigns, including web, SEO/ SEM, email, social media, and display advertising • Manage all digital marketing campaigns, analysing metrics and identifying trends • Manage the development and delivery of Ben's digital engagement to support consistent, high-quality, evidence based, customer-focused and industry relevant services and products • Plan launches of new services and products working with relevant Health & Wellbeing departments and functions (as applicable) <u>Business focus</u> <ul style="list-style-type: none"> • Work in collaboration with the whole Customer Experience team to utilise market intelligence and data to support Ben's digital engagement • Manager and oversee Ben's SEM through SEO & PPC as well as relationship with chosen agency • The Ben brand is protected through having the necessary processes in place to ensure correct and consistent messaging • All communications adhere to GDPR requirements • The use of data, reporting & insights are embedded in Health & Wellbeing services and used to make evidence-based decisions • Maintain social media presence across all digital channels 	

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Ben - Motor and Allied Trades Benevolent Fund. Registered office: Lynwood Court, Lynwood Village, Rise Road, Ascot SL5 0FG. A charity registered in England and Wales (no.297877) and Scotland (no.SC039842). A company limited by guarantee, registered in England and Wales (no.02163894). Registered with the Homes and Communities Agency (no. LH 3766).

- Oversee and manage any SARs relevant to the Digital Engagement function and / or supports the SAR process as required for other requests (as applicable)
- To provide relevant reporting related to compliments, comments and complaints for the Digital Engagement function ensuring that any continuous improvement requirements are implemented as applicable
- Manage any function related complaints in accordance with Health & Wellbeing Services policy and procedures
- Produce and review risk assessment and business continuity plans for Digital Engagement function on an annual basis (and as required considering any incidents or issues raising concerns)
- Contribute to the development of Ben's overarching strategic plans and ensure digital engagement business plan supports organisation priorities and demonstrates responsibility for effective implementation
- Uses feedback and insights to help shape and influence the future of Ben's digital engagement
- Ensure all digital marketing and communication activities help to grow Ben's brand, reputation, and reach
- Play an active role in defining and packaging products and services, developing appropriate value propositions which is reflected in all communications and collateral
- Ensure appropriate digital content and marketing materials are in place and reviewed regularly including collateral, fact sheets, information packs, website content and other digital content (i.e. video, audio, animations, etc)
- Stay on top of marketing intelligence related to digital engagement
- Analyse and evaluate internal data to help inform digital marketing strategies and better understand opportunities to raise awareness, engagement, enhance customer experience / product / service development
- Support the promotion of fundraising products and business development campaigns or initiatives working in close collaboration with the Partnerships, Engagement & Income department
- Evaluate the success and key learning from all digital engagement activity to maximise its impact year on year
- Monitor and report regularly on progress against plans, including financial and digital engagement activities
- Work with advertising and media experts to improve marketing results
- Use related systems (i.e. CRM) and platforms (i.e. Email) ensuring the department complies with relevant internal processes and legislation requirements related to confidentiality and GDPR
- Shape and influence future priorities for the Digital Engagement functions
- Develop and build business cases (as applicable / required) to support digital engagement aims and objectives

Communication

- Communicate and engage with the Digital Engagement team to ensure they are fully informed about matters which affect their day-to-day work and practice and develop their knowledge and understanding of Ben as an organisation
- Ensure all content for Health & Wellbeing (internal & external) is audience appropriate, taking into consideration relevant customer personas
- Maintain clear communications channels with internal teams, ensuring that data and feedback is shared and acted upon in a timely manner
- Ensure timely communication with all stakeholders and teams regarding projects and tasks
- External communications (across all online and offline channels) are optimised to meet objectives and are consistent with Ben brand and core messages

Budgetary control

- Work closely with the Head of Customer Experience to support annual business planning and budget process
- Ensure that all spend is agreed with Head of Customer Experience prior to purchase (or commitment to purchase)
- Ensure all spend allocated to digital engagement is managed and monitored
- To regularly monitor allocated budget / spend and effectively manage the financial resources ensuring the digital engagement function operates within agreed financial limits
- Any spend is within agreed timeframes and budget complying with internal processes
- Support / or lead on the development of future business cases for investment as required
- Work with finance team to identify process for determining ROI for marketing / customer experience spend
- Contribute to the annual budgeting process for Customer Experience department and Data, Insights & Impact
- Manage payment process (as per agreed procedures) via finance system with external suppliers

Managing performance

- Take responsibility for the Digital Engagement team performance and behaviours, setting appropriate KPI's
- Provide the direct line management to *Brand & Creative Designers, Digital Content Executive & Digital Communications Executive*
- Be responsible for the recruitment, induction, development, and performance of the Data, Insights & Impact function ensuring each role that sits underneath the function has clear roles and responsibilities as well as performance objectives
- Develop and motivate the Digital Engagement team to innovate, achieve high performance and strive to exceed their targets
- Promote positive employee engagement, performance and productivity across the Data, Insights & Impact function and support the delivery of Ben's people focus for wider Health & Wellbeing team

Stakeholder relationship

- Work in collaboration across the whole of Health & Wellbeing, developing and building strong working relationships
- Work closely with wider Health & Wellbeing team to ensure all communication requirements are appropriately represented
- Work with both internal and external stakeholders to maximise networks, relationships, and opportunities to increase digital engagement
- Manage relationships with outsourced providers / suppliers as applicable to the function
- Play an active role in supporting and managing relationships with external stakeholders
- Represent Ben at employer / automotive meetings and other relevant events (as required)
- Work with Health & Wellbeing Directors(s) to put in place written agreements with partners (as appropriate) that set out mutual expectations and requirements
- Develop, maintain, and grow relationships with appropriate press and media contacts, publications, and organisations
- Maintain and build new relationships with external suppliers / partners, representing Ben in a positive manner that drives good working relationships
- All stakeholders are engaged in internal communications and their requests and inputs are appropriately managed and implemented
- All communications requirements from across the organisation are managed to meet – or exceed requirements
- Manage relationships with outsourced providers / suppliers as applicable to the department

- Uses management information and data (including feedback, audit, and evaluations) to support and inform service improvement, development, and demonstration of impact

Achieving customer service excellence

- To deliver a consistent, high-quality service to all stakeholders, ensuring an experience which often exceeds expectations and delivers the optimum customer satisfaction.
- Use data and insights to help inform content creation and development for all writing requirements

Additional requirements

- Agree personal and performance KPI's and objectives with active participation in Ben's annual appraisal process (including attending 12 month and 6 months review meetings)
- Participate in monthly review and quarterly performance review meetings and provide a summary of areas discussed and actions within a week of the meeting taking place
- Agree work priorities as applicable during monthly and quarterly review meetings
- Produce management information on a monthly and quarterly basis to support Executive and Board meetings as required
- Ensure any monthly, quarterly, and annual reports are submitted as required in a timely manner
- Attend team meetings (as required) – this may include travel and / or overnight stays
- Attend events, meetings and occasions when requested
- Contributes to the development and effective implementation of Ben's organisational policies, procedures and operational guidance within the team ensuring compliance and effective adoption
- Deputise in the absence of Head of Customer Experience (as required)
- Support and lead on Health & Wellbeing projects (as required)
- There may be times when the Digital Engagement Manager will be required to support additional duties and / or projects. This will be discussed with relevant Health & Wellbeing Director(s) and agreed with the Digital Engagement Manager.

This job description is not intended to be an exhaustive list of responsibilities and will be regularly reviewed and amended as necessary after consultation.

Deliverables – Key measures:

Planning and organising

- Delivery of core service metrics – *namely related to digital engagement
- Delivery of projects and briefs in line with specified timescales

Business focus

- Delivery of core service metrics*
- Delivery of service SLA's (to be defined)
- Delivery of Ben's policies and procedures following correct process and timelines
- People data – absence, retention, vacancies, employee engagement results
- Maximising ROI for all customer experience activities

Communication

- Employee engagement results and feedback
- Relationships across wider HWB & Ben colleagues
- Feedback from internal and external stakeholders

Budgetary control

- Spend agreed, signed off using appropriate sign off processes and procedures

Managing performance

- 100% appraisal delivery across Digital Engagement function
- Delivery of core service metrics*
- Active participation in appraisal process and management review meetings
- Regular review meetings with suppliers / agencies working with
- Regular review meetings with direct reports (at least 4-6 weeks)

Stakeholder relationships

- Feedback from internal and external stakeholders
- Data and insights related to service metrics*
- Complaints and compliments received

Achieving customer service excellence

- HWB wide service metrics related to customer service, satisfaction, NPS, etc.
- Feedback from customers
- Complaints and compliments received

Additional duties

- All deliverables stated above, plus:
- Submitting all reporting performance requirements (as outlined in accountabilities)
- Project / actions completed as per stated timelines

PRIDE values

To embody and deliver the role of Digital Engagement Manager in line with our values: -

Passionate

Respectful

Inclusive

Driven

Empowered

Fostering the following PRIDE behaviours:

- Working with people – *demonstrating commitment to developing self and others, showing leadership, working as a team, and taking ownership.*
- Delivering business success – *demonstrating analytical thinking, commercial awareness, customer service excellence, drive for excellence, strategic thinking, business acumen.*
- Personal effectiveness – *demonstrating strong communication, drive for results, willingness to make things happen, motivated to influence, and make an impact, excellent organisation and planning and self-confidence.*

Experience required:

Leading, managing, and collaborating within:

- An inter-disciplinary and / or a multi-disciplinary team
- A team which is geographically spread with a mix of office / on-site and home-based workers

Other

- Track record of hands-on development of high-quality marketing materials and content

Knowledge / Qualifications (E=Essential / D=Desirable)

- Numerate and literate, with good standard of education, preferably to degree level or equivalent (relevant) qualification (E)
- BS / MS Degree in marketing or related field (D)
- Strong grasp of current digital marketing tools and strategies (E)
- In-depth knowledge of various social media platforms, best practice and website analytics
- Excellent working knowledge and application of high-quality customer experience (D)

<ul style="list-style-type: none"> • Experienced in the delivery of digital marketing, awareness, and engagement and / or customer experience • Working with digital marketing platforms, analytical tools, and CRM • Supporting / managing SEO / SEM & PPC • Setting up and optimising Google AdWords campaigns • Optimising website engagement and user experience • Owning brand awareness, brand guidelines and ensuring communications are on brand • Mapping customer journeys and touch points • Using data and insights to measure performance and drive informed decision making • High quality, customer centred services • Effective planning and decision making • Having previously worked for a charity, fundraising and / or commercially driven services • Services and / or product development • Preparing reports, communicating complex information clearly and accurately • Change which delivers service improvement or efficiencies • Projects and programmes of work • Relationships / account management 	<ul style="list-style-type: none"> • Understanding of charity working regulation and standards (D) • Knowledge of product development process (D) • Understanding of the automotive industry of its needs and requirements (D) • Knowledge of the latest trends in fundraising (D)
<p>Other significant role requirements:</p> <ul style="list-style-type: none"> • Ability to lead integrated digital marketing campaigns from concept to execution, to launch campaigns on time and on budget • Strong communication and ability to influence • Ability to communicate effectively at all levels across multiple stakeholders • Excellent interpersonal and relationship-building skills with the ability to network, motivate and inspire individuals at all levels • Ability to build rapport and collaborative working relationships • Excellent verbal and written communications skills, with the ability to articulate information in a persuasive manner • Effective written communication to prepare documents and reports as required • Excellent organisational and planning skills, including the ability to prioritise and manage own work under pressure • Project planning and management • Ability to use effective and ethical judgment • Effective liaison skills • Ability to inspire, lead and manage people, teams, and a department • Effective people skills including line management 	

- Ability to work calmly under pressure
- Ability to sensitively and professionally
- Ability to prioritise own workload and work under own initiative
- Proficient in the use of Microsoft 365 including outlook, word, excel and PPP and digital platforms
- Ability to develop and streamline processes for efficiency and effectiveness
- Ability to manage conflicting priorities and deliver to deadlines
- Prioritise own workload and work under own initiative
- Excellent presentation skills
- Ability to analyse and interpret data
- Ability to use own initiative, prioritise and demonstrate problem-solving approach
- Able to understand the automotive industry and present BEN's work with authority

In addition to the above areas, the Digital Engagement Manager will:

- Pursue continuous professional development and maintain professional registration or membership (as applicable) maintain knowledge, develop self-awareness, and enhance professional skills
- Have a passion for brand combined with tenacity and resilience to sustain performance under pressure
- Strong team player with the ability to support colleagues, who will work well as part of a team and independently with minimal supervision
- Self-motivated, proactive, flexible, and adaptable to manage a busy and varied workload to meet deadlines with a high degree of accuracy
- Be creative and take a solution focused approach
- Be open and honest and demonstrate integrity
- Be caring and have a desire to help and support others
- Amiable, displaying an approachable manner
- Passionate about the services we deliver, showing excitement and interest
- Seeking to enhance and continuously improve self and the services we provide
- Ambitious and aspiring, with a strong willingness to succeed
- Be focused with the ability to drive projects and task to completion
- Positive attitude with a willingness to learn
- Show determination and persistence
- Ambitious, innovative and target driven
- Energetic and enthusiastic with a high level of resilience
- Be willing to work occasional evenings and weekends (if necessary)
- Be willing to travel within the UK as required

It is also expected that all Ben Employees, will:

- Act as an ambassador for Ben maintaining the highest standards of presentation and conduct at all times
- Comply with all Ben internal policies and procedures including HR, Finance, Health & Safety, Information Governance, and IT
- Ensure health, safety and environmental risks are adequately assessed and managed accordingly

Promotes a culture which recognises, respects and values diversity and equality of opportunity for our customers and colleagues

Date updated: 21st April 2022