



Social media and marketing manager

We're looking for a social media and marketing Manager to join the Community team here at JustGiving. This is a full-time role based in one of the best parts of London.

About us

JustGiving is the UK's leading provider of online fundraising services to charities and their supporters. We currently have around 8000+ charity clients and over 8 million users of our online services. Since our launch, we have helped ordinary people raise extraordinary amounts of money, over £650 million, for the causes that they care about.

We think JustGiving is a very interesting place to work. We have a pretty flat structure, with people working in multi-disciplinary project teams to get things done. Everyone who works here has a voice and a stake in the business. We have unusual investors, who believe in growing our business in a balanced, sustainable way (they have yet to take a penny of profits out of the business).

About the role

This is a new role in the community team – we look after the experience that all fundraisers and donors have on the site. This role will focus on marketing, social media and events for the consumer side of JustGiving. To date JustGiving hasn't had a strong focus on marketing or PR but as the competitive landscape changes we want someone to join the team to allow us to increase our marketing activity.

The role will include:

- Own the marketing plan for the fundraising community, in line with the KPIs. You will be responsible for planning, briefing and executing each campaign. Product and event marketing will be a key part of the plan. You need to be happy with both planning and executing campaigns.
- Work with our newly appointed PR agency to plan and integrate their work with the team plans and company goals.
- Manage and run JustGiving community events such as expo presence at Great North Run, fundraiser supporter presence at London Marathon and Annual JustGiving awards (with the use of agencies where necessary).
- As part of the marketing plan you need to drive the company's social media strategy and day to day implementation, working with the support and charity community managers to engage and build communities.
- You will be responsible for measuring the impact of the marketing campaigns and should be comfortable with data and numbers.
- We are a small team so everyone gets involved in making things happen, you will need to participate in community management, write blog articles and build relationships with great fundraisers to help create engaging content.

About you

We're looking for someone educated to degree level with at least 3-5 years experience in marketing, social media and communications in a consumer-facing environment (preferably web based).

Role-specific experience required:

- It is essential that you have experience of integrated marketing planning and campaign creation. You can demonstrate how you have built engagement, driven traffic and increased brand equity through marketing, in particular social web and eDM.
- A strong understanding and experience of using social media for building communities and marketing is a must for this role.
- Experience of measuring impact of social media and marketing campaigns (in particular eDM and social media metrics/ measurement tools) and impact on KPIs.
- Proven ability to write on brand, for the web and with creative flair for campaign ideas.
- Experience of leading on in house PR efforts or working with agencies a bonus, as is experience of events organisation.



What we're looking for in you:

- You've got bags of enthusiasm and can't wait to make an impact
- You're a great communicator and team player, working well across multiple teams and agencies
- You naturally go above and beyond the call of duty to ensure goals are achieved
- You've got great attention to detail and unrivalled planning skills
- You have a propensity to make data driven decisions - you love numbers and excel
- You're not scared to make mistakes and take risks but are driven to learn and improve for the future
- You have some previous experience of fundraising and participating in sporting events (a plus)

In return for everything that you can bring, we pay competitive market rates and can offer you a new and exciting role in a growing business that's part of something bigger, with plenty of opportunities to learn – and of course enjoy it at the same time.

Are you the one we are looking for? If this sounds like you, please send your CV, together with a covering letter describing why you think you are the right person for us to our People Team at jobs@justgiving.com. The closing date for applications is 30th August 2010.

We embrace diversity in our applicant's backgrounds. The successful applicant will have eligibility to work in the UK.