|  |
| --- |
| **Global Integrated Marketing Campaigns Specialist** |
| **TEAM/PROGRAMME:** Resource Mobilisation, Communications and Engagement | **LOCATION:** **UK** or any existing Save the Children International Regional or Country office **Worldwide. (homebased)** |
| **GRADE**: B/2 – Mid-Senior level | **CONTRACT LENGTH:**Permanent |
| **CHILD SAFEGUARDING:** Level 3:  the post holder will have contact with children and/or young people *either* frequently (e.g. once a week or more) or intensively (e.g. four days in one month or more or overnight) because they work country programs; or are visiting country programs; or because they are responsible for implementing the police checking/vetting process staff. |
| **ROLE PURPOSE:** Save the Children is in the middle of an ambitious 2022-24 strategic plan that looks to build a Movement of Millions to achieve our programmatic and advocacy goals. To do so, it has been recognised that a shift in our marketing strategy is required and the adoption of an integrated marketing approach has been identified as a ‘game changer’ that will help us achieve this vision.Both raising funds and engaging with our supporters through campaigning in digital channels are key to delivering the strategy. This role sits in the Global Engagement Team, which provides strategic support and specialist guidance to our 27+ Members, most of them in Asia, Oceania, Europe and the Americas. The team are responsible for Brand, Audience Insight, Digital Engagement and Integrated Marketing Strategy & Delivery, with all functions united by a focus on reaching and engaging new and existing audiences in a way that empowers them to contribute effectively towards our shared mission. This is a unique opportunity for a senior marketer with experience delivering integrated marketing communications across a diverse range of channels to join the team, working closely with the Global Integrated Planning and Strategy Lead to devise, design and deliver integrated global marketing campaigns on behalf of the movement.This role will be primarily responsible for leading and coordinating our global integrated campaigns, such us our Global Hunger or Ramadan fundraising campaigns, ensuring that the campaign strategy supports our Communications, Brand, Supporter Acquisition and Donor Development objectives.In addition to global integrated campaigns, the role will also be responsible for developing Save the Children’s approach to integrated marketing, ensuring that all communications with our audiences are consistent and coherent, informed by a deep understanding of target audiences and designed for a specific purpose within our wider communications strategy. During Humanitarian Emergencies, this role will provide critical support in coordinating the team’s key response roles to ensure that our emergency communications adhere to the same principles of consistency, coherence and audience-centricity.The role will also support and project manage, when required, member-led global projects and campaigns.The post holder will drive effective business partnering with key stakeholder groups such as communications, media, fundraising, partnerships, advocacy and programme colleagues in Save the Children member and country offices. |
| **SCOPE OF ROLE****Reports to:** Global Integrated Planning and Strategy Lead**Staff reporting to this post:** None**Budget Responsibilities:** No direct responsibility **Role Dimensions**: this is a demanding, fast-moving role that requires the delivery of campaigns that live up to an ambitious strategic vision, through excellent project management. Building effective relationships across Save the Children and the ability to prioritise effectively are all vital, along with first-rate written and spoken communications, and an excellent understanding of audience-centred engagement activities.  |

|  |
| --- |
| **KEY AREAS OF ACCOUNTABILITY:** **Lead the development and implementation of innovative, data-driven, digital-first integrated global marketing campaigns:*** Supporting the Integrated Planning and Strategy Lead in developing the strategic plans for global marketing campaigns, ensuring the plan is designed in such a way that it can be efficiently and effectively implemented by marketing colleagues from across the global federation.
* Leading and coordinating global marketing campaign clusters, ensuring that the campaign strategy implementation supports our Communications, Brand and Fundraising objectives.
* Leading and coordinating key stakeholders and agencies involved in global integrated marketing campaigns, utilizing excellent project management skills to keep the campaign running to plan.
* Taking responsibility for day-to-day decision making during the campaign, based on extensive knowledge and experience of integrated marketing campaigns, and identifying where decisions require input from colleagues and where decision making responsibilities need to be escalated to senior management.
* Working with the Integrated Planning and Strategy Lead, develop Campaign toolkits that include:
* Detailed integrated campaign strategy and supporter journeys.
* Digital assets to use in each step of the campaign’s supporter journeys.
* Technical instructions to implement the campaign.
* Impact measurement framework and template.
* Ensuring that colleagues responsible for Owned, Earned, Shared and Paid media are delivering marketing communications that function effectively together to provide a consistent and coherent supporter experience, in line with the bespoke frameworks and audience journey maps created by the Integrated Planning and Strategy Lead.
* Working closely with Fundraising, Digital, Brand, Communications and Content Unit Leads to identify, assess and implement additional, unplanned opportunities that could contribute to the campaign’s strategic objectives.
* Leading on engagement of key Member Office colleagues to execute global campaigns, nationally, providing one-to-one support in the area of integrated marketing communications.
* Providing one-to-one support to key Member and Regional Offices when implementing global campaigns and projects.

**Humanitarian Emergencies** * Leadership and coordination during Humanitarian Emergencies and “Ride the Wave moments” (key moments identified through social listening and media review when our audiences are putting their attention into issues related to Save the Children’s mission).
* Working closely with the Head of Humanitarian Emergencies, Head of Communications, Digital Planning Specialist and Head of Creative Content to ensure messaging in SCI marketing channels is aligned during emergencies.
* Working closely with members to identify and disseminate successful content and best practices to ensure that our marketing communications are as consistent and coherent as possible during emergencies.

In the event of a major humanitarian emergency, or when there is a colleague on leave, the role holder may be expected to work outside the normal job description and be able to vary working hours accordingly. |
| **SKILLS AND BEHAVIOURS (SCI Values in Practice**) **Accountability:*** holds self accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values
* holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

**Ambition:*** sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same
* widely shares their personal vision for Save the Children, engages and motivates others
* future orientated, thinks strategically and on a global scale.

**Collaboration:*** builds and maintains effective relationships, with their team, colleagues, Members and external partners and supporters
* values diversity, sees it as a source of competitive strength
* approachable, good listener, easy to talk to.

**Creativity:*** develops and encourages new and innovative solutions
* willing to take disciplined risks.

**Integrity:*** honest, encourages openness and transparency; demonstrates highest levels of integrity
 |
| **QUALIFICATIONS** * Undergraduate degree or equivalent proven work experience.
* Demonstrated experience in delivering integrated marketing communications, ideally for/with a large global organisation.
 |
| **EXPERIENCE AND SKILLS****Essential*** Demonstrable high-level knowledge and at least five years of experience in integrated marketing, fundraising or communications.
* Demonstrated success in delivering high-quality, successful integrated marketing campaigns (ideally at an international level).
* Proven experience in a strategic lead role with decision making responsibilities.
* Demonstrable leadership, influencing and people management skills.
* Proven project management skills delivering complex projects on time and on budget with a strong knowledge of analysis of costs/impact.
* Proven digital marketing skills and demonstrable experience running digital marketing campaigns.
* Data-driven ethos with strong analytical skills.
* Excellent written and verbal communication skills in English, additional language skills would be an asset.
* Ability to work in a fast-paced environment and to adapt work plans flexibly depending on external opportunities.
* Capacity to build and maintain excellent relations and to work effectively in a multicultural and multi-ethnic environment respecting diversity.
* A willingness to travel to support members directly or to relevant events as required.

**Desirable*** Experience working internationally in a strategic support role to a diverse range of local offices.
* Senior experience in the INGO sector.
* Strong personal, organisational and self-management skills; with an ability to lead and work in teams and motivate others.
* A self-starter using initiative to see opportunities to achieve objectives in this role.
* Strong IT skills particularly in Microsoft products.
* Ability to articulate the work of Save the Children with passion.
 |
| **Additional job responsibilities**The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience. |
| **Equal Opportunities** The role holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures. |
| **Child Safeguarding:**We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse. |
| **Safeguarding our Staff:**The post holder is required to carry out the duties in accordance with the SCI anti-harassment policy. |
| **Health and Safety**The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures. |
| **JD written by: Dom O’Kane & Arantza Espinosa**  | **Date: 13/10/2023** |
| **JD approved by:**  | **Date:** |