



## Senior Digital Marketing Associate

### Who we are:

Global Fund for Children works to build a world where all children and youth are safe, strong, and valued. To that end, we partner with innovative, locally led organisations, helping them deepen their impact and build their capacity for social change. By pairing flexible funding with targeted capacity development services, we help our partners grow stronger and more responsive to challenges on the ground. Since 1997, we have invested \$51 million in more than 900 organisations, reaching 11 million children and youth worldwide. Learn more: [www.globalfundforchildren.org](http://www.globalfundforchildren.org).

### Who we need:

Do you love telling stories with both narratives and numbers? Are you passionate about using digital marketing strategies to advance social causes? Do you thrive by helping people and projects stay organised and working to maximize their audience and impact? **We want to talk to you.**

We're looking for a full-time **Senior Digital Marketing Associate** to join Global Fund for Children's **London, United Kingdom** office to develop, implement, and optimize digital marketing campaigns and to support online communications and storytelling. This is a new position.

Reporting to GFC's Director of Communications & Marketing, you will **join a global team of caring and committed individuals** who believe in investing in bold ideas to help grassroots organisations deepen their impact and advocate for children's rights. This is an exciting opportunity to be part of GFC's mission and vision, and to embrace our values of courage, passion, partnership, learning, inclusion, and excellence.

### What you'll do:

- Create and coordinate **email and donation campaigns** using GFC's online fundraising and marketing platform
- Write and post **blogs and stories** on GFC's website; create and update other web content
- Execute **search engine optimization (SEO)** strategies to increase organic website traffic
- Facilitate **web development** and **digital advertising projects** in collaboration with marketing consultants
- Collect, analyse, and share **digital analytics and trends**, and incorporate this learning into new audience growth strategies
- Collaborate with the Communications & Marketing Team to develop and implement GFC's overall **communications strategy**, including support to **digital fundraising campaigns**
- Provide **writing, editorial, and project management support** for print and web publications
- Assist with **media outreach**, with a focus on UK media
- Other duties as assigned



## What we're looking for:

- At least 2-3 years of direct experience in marketing, communications, advertising, or a related field
- Experience using email marketing and web content management systems to implement digital marketing strategies
- Experience in developing and growing networks of digital supporters
- Working knowledge of basic HTML coding
- Excellent English writing, editing, and proofreading skills
- Strong organisational and time management skills
- Ability to maintain brand, design, and messaging consistency while tailoring content for specific audiences and platforms
- Collaborative team player, relationship builder, and cross-cultural communicator
- Proactive approach; ability to learn and adapt quickly
- Knowledge of community-based and/or international development, children's rights, or other social justice issues
- Commitment to GFC's mission and values

## What we offer:

- **Salary:** £30,000 to £36,000
- **Weekly hours:** 35 hours per week
- **Pension:** After successful completion of probation, employees are auto-enrolled on the GFC workplace pension scheme, which includes a 4% employer contribution with 4% employee contribution
- **Holidays:** Basic allowance is 24 days annual leave and 8 English bank holidays; this rises to 29 days basic allowance after 5 years
- **Flexible Working Location:** GFC is open to applications from candidates across the UK that are willing to travel regularly to our London office

## How to apply:

Please send **(1) a cover letter, (2) a resume or curriculum vitae, and (3) at least one writing sample by 01 April 2022** to [careers@globalfundforchildren.org](mailto:careers@globalfundforchildren.org) with "Senior Digital Marketing Associate, UK" in the subject line. Applicants must be legally eligible to work in the United Kingdom.

Position is open until filled for immediate hire, and only short-listed candidates will be contacted.

**GFC is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.**

We particularly encourage applications from communities that have historically been excluded from philanthropy and from under-represented groups, including candidates who identify as LGBTQI+; from Black, Asian, and minoritized backgrounds; with a disability, impairment, learning difference, or long-term



condition; with caring responsibilities; from different nations and regions; and from less advantaged socioeconomic backgrounds.

If you are an applicant with a disability and require a reasonable accommodation to apply, please send an email to [careers@globalfundforchildren.org](mailto:careers@globalfundforchildren.org) with your request.

*Learn more about us at [www.globalfundforchildren.org](http://www.globalfundforchildren.org).*