



Ronald McDonald
House Charities™
United Kingdom

30 years

**Digital Marketing Manager
Candidate Information Pack
May 2019**

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1. Letter from Lauren Gotlieb, Head of Marketing and Communications

Dear applicant,

Thank you for your interest in working for Ronald McDonald House Charities UK. We're looking for a technical and analytic mind, coupled with fantastic copywriting skills, to take ownership of our digital strategy and channels. This includes the website, email marketing, content and social media.

In 2019, the Charity is celebrating 30 years of looking after families with children in hospital. It's an exciting time, with some great projects coming up to get involved in. We'll be opening a new Ronald McDonald House in Edinburgh, and work is ongoing on a new House in Oxford. Reinvestment and refurbishing projects across our estate is also taking place. Raising awareness of these projects amongst our supporters, as well as reaching new audiences in the regions, is key. We're also launching a new website in June 2019, with second stage development due to take place later in the year. You'll also be designing and implementing a lead generation campaign in September to drive email sign-ups.

Keeping Families Close is at the heart of everything we do at Ronald McDonald House Charities UK; we build and run Houses that provide a 'home away from home' for families who have a sick child in hospital. It's the role of the MarComs team to grow awareness, drive leads, nurture relationships and work with the Income Generation team to move supporters down the donor funnel. The Digital Marketing Manager is integral to reaching our objectives.

The right candidate will have experience in shaping an organisation's digital strategy, focusing on growing the Charity's reach and engagement. You must be well versed in using analytics and insights to determine activity whilst at the same time be a proficient writer with exemplary grammar. The Content Producer and Marketing Assistant can both be leaned on for support, but you must be a self-starter, highly motivated and always on the lookout for more efficient and effective ways of working.

The Job Description and Person Specification will tell you about the role itself and detail the kind of person we are looking for. Our web site (www.rmhc.org.uk) will tell you more about the great work we do and the difference we make to the lives of families with sick children in hospital.

If this opportunity excites you and Ronald McDonald House Charities UK is a cause you can wholeheartedly support, then we very much look forward to hearing from you.

Yours



Lauren Gotlieb
Head of Marketing and Communications
Ronald McDonald House Charities UK

2. The organisation

Our history

Ronald McDonald House Charities was born out of the unlikely partnership of Dr Audrey Evans, an oncologist at the Children's Hospital of Philadelphia, McDonald's and the American Football team, the Philadelphia Eagles.

A player for the Philadelphia Eagles, had a daughter suffering from leukaemia, which prompted the team to raise in excess of \$100,000 dollars to support the hospital. Dr Evans and her team were extremely grateful and shared her need for another \$32,000 to fund the build of a house where families of the children in the hospital could get proper rest, away from the ward.

McDonald's were using the Eagles' players as part of an advertising campaign and offered to donate the proceeds from sales of their 'shamrock shake' to help build the House and asked that the House be known as the Ronald McDonald House; and on 15 October 1974, the first Ronald McDonald House opened its doors in Philadelphia, USA. From this date Ronald McDonald House Charities has spread across the world, forming new and independent branches in over 50 regions and countries.

In the UK, Ronald McDonald House Charities UK was established as an independent charity in 1989. Our Houses not only provide families with accommodation, but with a space where they can rest, cook and take time out from the hospital, so they can continue to stay strong for their child. Children that require specialist medical care often have to travel long distances to receive treatment. Our Houses are located next to partnered NHS hospitals; we run 12 Houses and there are a further three that are locally operated by independent charities.

Ronald McDonald Houses in the UK

ARROWE PARK Arrowe Park Hospital, Wirral	BIRMINGHAM Birmingham Children's Hospital	BRIGHTON Royal Alexandra Children's Hospital Trevor Mann Baby Unit, Brighton	CAMBERWELL King's College Hospital, London	CARDIFF University Hospital of Wales and Noah's Ark Children's Hospital, Cardiff
EVELINA LONDON Evelina London Children's Hospital	MANCHESTER Royal Manchester Children's Hospital St Mary's Neonatal Unit	MOORFIELDS Moorfields Eye Hospital, London	OXFORD Oxford Children's Hospital	SOUTHAMPTON Southampton Children's Hospital Princess Anne Hospital
TOOTING St George's Hospital, London	EDINBURGH Royal Hospital for Children and Young People in Edinburgh			

Our Supporters

McDonald's played an integral role in helping raise money to build the very first House in the USA; here in the UK we have been McDonald's charity of choice since 1989. The biggest gift that McDonald's and their franchisees have given us is the opportunity to place our collection boxes in their restaurants across the UK. We are currently working with the company on implementing cashless giving via kiosks.

McDonald's crew and franchisees take part in regular events and fundraising activities in restaurants to support the Charity. McDonald's also provide us with desk space at their Regional Offices, use of their resources, office support functions and benefits for our employees. We also receive support and donations from their suppliers which include Coca-Cola, Martin Brower, Leo Burnett, The Marketing Store, Veolia and Linney Group to name a few.

Telstra (telecommunications) supported the Charity through sports events, cooking family dinners in our Houses and helping make our Houses a home.

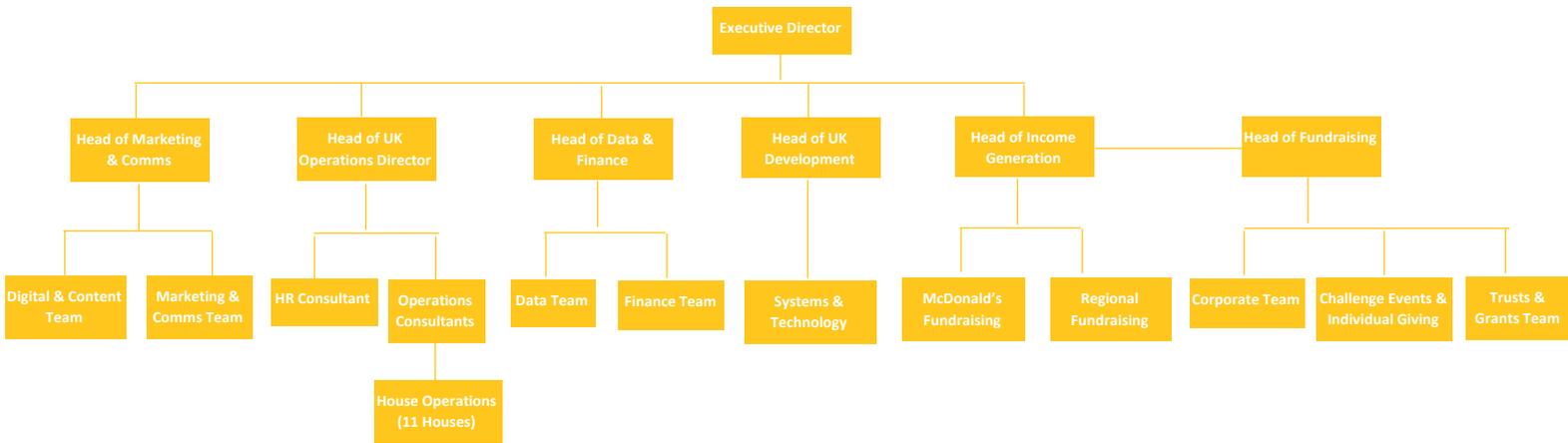
J.P Morgan chose to support our Charity for their annual Volunteer Week; one of their teams created cardboard cars for our families to enjoy a drive-through cinema.

Royal Bank of Canada has made significant contributions across the Charity; from selecting us as one of the charities to benefit from their annual Trade for the kids, giving rooms a fresh lick of paint, to cooking meals for families.

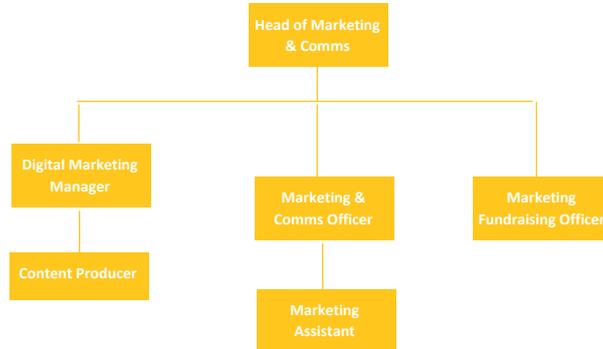
More information about our supporters can be found on our website at www.rmhc.org.uk/who-we-are/our-supporters

Our structure

We are led by our Executive Director, Jon Haward, who with the senior leadership team, sets the direction of the Charity and manages the day to day operations.



The Digital Marketing Manager is part of the Marketing and Communications Team, reporting in to the Head of Marketing and Communications.



3. Job description and person specification



Job Description and Person Specification

Job Title:	Digital Marketing Manager
Reports to:	Head of Marketing and Communications
Office:	East Finchley, London
Contract:	Permanent, 5 days per week

Job Purpose:

We're looking for a digital expert to take ownership of our digital channels and content strategy. You will oversee the website, email marketing, social media and content, growing our KPIs and supporting the overall objectives of the marketing and communications team.

You'll be a team player, sharing your skills and knowledge to motivate and develop others. You'll be motivated by working for a charity that does important work. You'll always be striving to meet and exceed your targets for your own and team accomplishments, but also for the greater good of the families we support.

You'll have an analytical and technical mind, but you'll also be an excellent copywriter and enthusiastic communicator.

Main Relationships

Multiple internal and external relationships to include; Marketing and Communications Team, House Managers, Fundraisers, External agencies.

Key responsibilities

Website:

- Managing the day-to-day maintenance of the Charity's website including any development work needed
- Working with the Content Producer to ensure the website is continuously updated with correct, relevant and inspiring information
- SEO
 - Reviewing and analysing the website for areas that can be improved and optimised
 - Identifying powerful keywords to drive the most valuable traffic
 - Compiling and presenting SEO guidelines
 - Ensuring the Content Producer is optimising content
- Setting up landing pages for campaigns and events ensuring they are optimised for conversion

- Managing the relationship with the Charity's web agency

Email marketing:

- Delivering the 2018/19 email strategy and developing it for future years
- Working with the Content Producer to plan, produce and distribute the monthly Charity newsletter
- Supporting the fundraising teams to promote key events and campaigns through email marketing
- Setting up and distributing stewardship emails, in liaison with the challenge events team
- Analysing email marketing campaigns and making recommendations for improvement
- Managing triggered and automated email campaigns
- Continuously testing and reviewing email campaigns, using techniques such as A/B testing
- Working with the Information and Data Manager, developing and implementing a process of email segmentation and targeting
- Ensuring all email campaigns comply with data protection law and email best practice
- Maintaining a solid working relationship with the Charity's email marketing provider

Paid online media:

- Building lists across the website for use in retargeting campaigns
- Setting up and optimising 'always on' paid media as part of the marketing mix to drive email sign-ups and event sign-ups, primarily across Facebook and Instagram
- Identifying ways that email marketing, the website and online paid media can be part of the Charity's awareness, lead generation and donation campaigns
- Managing the Charity's media agency during campaigns, reviewing paid media plans, ensuring tracking is set up correctly on the website, targeting is appropriate and support them where needed

Social media:

- Defining strategies that build the Charity's fan base and developing channels to strengthen engagement
- Managing all our social media channels across Facebook, Instagram, Twitter and YouTube (Please note: responding to and engaging in dialogue with our supporters is undertaken by the Marketing Assistant)
- Working with the Content Producer to plan content and delivery across channels
- Working in the evenings and on weekends when needed to provide social media support at events
- Ensuring managers of Facebook Pages are responding to Fans, publishing error-free and appropriate content, and focusing on driving engagement
- Training new Facebook Managers to ensure they adhere to guidelines, tone of voice and content strategy
- Upskilling and inspiring our Facebook Managers, keeping them informed on analytics, Facebook developments and best practice

Content marketing:

- Ensuring the 2019 content strategy and schedule of work is delivered and developing it for future years

- Managing the Content Producer and overseeing their work
- Serving as editor-in-chief for all content, from editorial to videos, ensuring quality, clarity and consistency
- Overseeing the content budget, managing and tendering for new agencies where needed
- Ensuring planned content supports the social media strategy as well as other campaigns and events

Analytics:

- Analysing site traffic, online transactions, conversion rates and reporting accordingly
- Producing monthly digital reports for the Leadership Team, quarterly reports for Trustees and campaign reports as needed
- Monitoring performance of all our social channels, producing reports and insights
- Tracking how much traffic is driven to the website via social media and identify what content is performing best; use those analytics to grow the site's audience
- Working with the Content Producer to monitor every piece of content, using insights to improve and grow engagement across channels

Other:

- Being part of the data protection working group
- Keeping on top of trends in the charity and digital spaces

Person Specification

Knowledge and Experience:

- Proven working experience in digital marketing
- Experience with using analytical tools, including Google Analytics
- Demonstrable experience with email marketing platforms
- Good knowledge of Search Engine Optimisation and Search Engine Marketing best practice
- Experience growing reach and engagement across Facebook, Twitter, Instagram and YouTube
- Understanding of how to setup and target Facebook ads and sponsored posts
- Experience in managing a Wordpress website
- Experience in optimising landing pages and user funnels
- Experience with A/B and multivariate experiments
- Good understanding of GDPR and data protection law
- Some experience with line management

Skills and Abilities:

- Proven editorial skills with outstanding command of the English language
- Strong technical skills
- User focused
- Strong analytic skills and data driven thinking
- Strong organisational skills and the ability to manage multiple priorities
- Ability to work as part of a team to achieve goals
- Ability and motivation to deliver high quality work with minimum supervision
- Excellent project management skills
- Solution orientated and adept at problem solving
- Excellent attention to detail

4. Summary of our Benefits package

We are able to offer the successful applicant a competitive salary and benefits package.

Salary	£32 - 36k dependent on experience plus £3k London Weighting Allowance
Bonus	You will be part of our bonus scheme which is currently based on budget achievement. Employees are awarded a sum annually based on salary and annual performance rating.
Hours of work	Permanent; Full-Time. Semi-flexible hours – 8am-4pm, 9am-5pm and 10am-6pm
Holiday	28 days rising to 30 days after 5 years' service
Employee discount scheme	You will have access to a discount through Rewards Gateway; this includes discounts on some menu items from McDonald's Restaurants Limited and discounts from a wide variety of High Street and online retailers.
Service awards	To celebrate major service anniversaries, we give all staff vouchers which can be used at a number of high street stores
Private healthcare	We give all staff, their spouse or civil partner and any dependent children up to the age of 25 free membership of a private medical care scheme after 6 months' service.
Pension scheme	<p>The organisation offers two levels of pension contribution.</p> <p>Basic contribution: You will contribute 2.5% of your qualifying earnings (those earnings between £6,136 and £50,000 a year (2019/20) and RMHC will contribute the same.</p> <p>Enhanced contribution: You can choose to contribute a minimum of 4.5% of your basic salary and will be eligible for a higher contribution based on your combined age and length of service. You may also, subject to acceptance from the insurer, be eligible for a long-term disability benefit.</p>
Life assurance	The organisation offers a minimum cover of 1 x annual salary. This increases to 4 x annual salary if you make enhanced pension contributions.
Training and development	We aim to create a learning environment that enables all our employees to be proficient in their job and to feel that they make a valuable contribution to the Charity's overall achievement. You will be able to request time to train or to undertake accredited programmes leading to a qualification, or, for unaccredited training, request assistance to help you develop skills related to your job.

5. How to apply

Applications should be sent to Lauren Gotlieb, Head of Marketing and Communications at lauren.gotlieb@uk.mcd.com

The closing date for applications is 5pm on Thursday 6 June 2019.

Please enclose:

- A full CV outlining your career history to date. Please include details of your latest remuneration and benefits.
- A covering letter, of no more than two pages in total, outlining how you meet the criteria set out in the person specification and your reasons for applying.

All applications will be considered immediately after the closing date and candidates who have been shortlisted for the first interview will be notified.

First round interviews will take place on Wednesday 12 June.