**Digital Marketing Administrator / Officer**

# Job Description

Gloucestershire Counselling Service (GCS) is a charity dedicated to providing high-quality counselling services and supporting mental health within our community. We also provide accredited training for those who are becoming counsellors. We are seeking a dynamic and creative Digital Marketing Administrator / Officer to help us reach more people, tell our story, and drive engagement with our services and maximise fundraising opportunities.

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| **Reporting to** | CEO |
| **Located at** | Stroud, hybrid working arrangements available |
| **Renumeration\*** | £24,538 - £29,800 DOE |
| **Hours** | 25-28 hours per week / flexible working available |
| **Term** | Fixed term – 6 months |

# Role Overview.

* Raising the profile of our services with our stakeholders (counselling service users, potential trainees, local business community and funders)
* Increasing online engagement and running targeted campaigns

# Main Responsibilities

* Develop and execute digital marketing strategies that align with the charity's goals and objectives.
* Manage and grow the charity’s online presence through social media platforms (Facebook, Instagram, LinkedIn, Twitter, etc.).
* Create engaging content, including blog posts, newsletters, and multimedia (videos, graphics, etc.).
* Oversee and optimise the charity’s website, ensuring user-friendly navigation, SEO best practices, and relevant content updates.
* Implement and analyse paid digital advertising campaigns (Google Ads, Facebook Ads) to promote services and fundraising efforts.
* Monitor digital marketing metrics, prepare regular reports on campaign performance, and recommend adjustments to improve outcomes.
* Manage email marketing campaigns, including fundraising engagement, service updates, and fundraising appeals.
* Support cross-departmental marketing efforts, such as campaigns for events, training courses, and client service promotions.
* Collaborate with the leadership team on developing fundraising campaigns, including end-of-year donation drives.
* Stay current on digital marketing trends, tools, and technologies to continuously enhance the charity's digital presence.

# Person Specification

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| Qualifications | * Minimum 5 C/GCSE’s or equivalent (A) |
| Experience & Knowledge | * Proven experience (2+ years) in digital marketing, preferably within the charity or non-profit sector (Officer Role) Experience of digital marketing (1year+) within a different sector (Administrator Role) (A) * Strong understanding of social media platforms, content management systems and email marketing tools (e.g., Mailchimp). (Officer Role) Experience of social media platforms, content management systems and email marketing tools (Administrator Role) (A) * Familiarity with paid advertising campaigns (PPC, social ads) and digital fundraising strategies. (A) |
| Skills Attitudes & Abilities | * Excellent written and verbal communication skills, with the ability to create compelling content for different audiences (Officer & Administrator Role) * Basic graphic design skills using tools like Canva, with a good eye for design and attention to detail, are essential (Ass) * Creative mindset with attention to detail. (Int & Ass) * Ability to work independently and manage multiple tasks in a fast-paced environment. (Int ) |

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| **Assessing the Person Specification** | | |
| A – Application Form | Ass - Assessment | Int – Interview |

**\*Remuneration** – FTE is based on a 35 hour working week.