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| **Title : Regional (European) Digital** **Hub Project Lead** |
| **TEAM/PROGRAMME:** Resource Mobilisation, Communications and Engagement – Global Digital Engagement Team. | **LOCATION:** Europe (Homebased/Remote) in any existing Save the Children International Regional or Country office worldwide**.** |
| **GRADE**: **B/2 Mid-Senior level** | **CONTRACT LENGTH:**Fixed Term Contract - 12 months . This position could become a permanent role if pilot is successful and budget is granted. |
| **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 Digital Engagement Team, which is part of the Engagement department, and 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 Member (National Office) support, Global Campaigns Digital Assets Development, Remote digital fundraising program and promoting Digital Innovation. This is a unique opportunity for a senior digital marketer with strong fundraising, project management, international practitioners’ community building and team management skills to join our organization.This role will primarily be responsible for leading a pilot project to develop a future European Digital Hub that supports our European members in digital Paid Media, CRO and Marketing Automation. The goal of this project is accelerating our participating members’ growth in these areas by increasing digital donor and income volumes, maintaining or decreasing CPAs and increasing donor retention rates.During 2024 the role will be supported by a specialist external agency, although the longer-term vision for this project is to develop a regional digital in-house team. There are four members (national offices) participating in the pilot phase in 2024.This role will also support in the analysis, business case development and incubation of potential additional Regional Digital Hubs in collaboration with our existing Regional Offices.The post holder will drive effective business collaboration with key stakeholder groups such as other units in the Global Digital Engagement Team, Global Fundraising Hub, Global Content, Integrated Marketing, Brand and Communications units, as well as Members and Regional Offices. |
| **SCOPE OF ROLE****Reports to:** Head of Global Digital Engagement **Staff reporting to this post:** None in year one (operations developed via an external agency) but our vision for this project is creating an in-house regional team.**Budget Responsibilities:** No direct responsibility **Role Dimensions**: This demanding, fast-moving role requires strong project leadership, management and remote community building skills.  |

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| **KEY AREAS OF ACCOUNTABILITY:** **1- Project leadership support and project management during the development of the European Digital Hub Pilot*** Leading and coordinating work between members and designated agency, helping to embed a test, learn, iterate approach
* Helping to inspire digital marketing best practice that can be rolled out within the wider movement
* Senior stakeholders’ management. Presenting at FRMDs calls about this project.
* Coordinating monthly and quarterly member group calls where strategic decisions and directions are jointly made
* Trouble shooting, weekly reviews
* Manage project reporting
* Manage admin work related to this project
* Data analysis, annual planning and business case development
* Leadership and management of virtual/ in-person Skillshares and meetings
* Hiring and managing regional digital specialist team (Project phase 2).
* Providing one-to-one support to members participating in this project when implementing global campaigns and projects, if needed.
* Promoting continuous optimization and innovation. Keeping up to date with sector trends, digital marketing and creative best practices, and continually seek out opportunities to learn and develop.

**2- Support in the analysis, business case development and incubation of potential new Regional Digital Hubs in collaboration with our existing Regional Offices.*** Coordinating analysis work done between members, RO and designated agency.
* Trouble shooting, weekly reviews
* Manage project reporting
* Manage admin work related to this project
* Support in data analysis, annual planning and business case development
* Supporting during the hiring and managing of external agencies and regional digital specialist team once business case is approved.
* Project management of new regional hubs during the incubation phase.
* Project management of virtual/ in-person Skillshares and meetings

In the event of a major humanitarian emergency, or when there is a colleague on leave or we have a vacant role, the post 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
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| **QUALIFICATIONS** * Undergraduate degree or equivalent proven work experience.
* Demonstrated experience in delivering integrated marketing communications, ideally for/with a large global organisation.
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| **EXPERIENCE AND SKILLS****Essential*** Demonstrable high-level knowledge and at least five years of experience designing and implementing digital fundraising programs in the non-profit sector

Proven success in delivering these programs with demonstrated financial results.Understanding of full-funnel marketing strategy and measurement* At least two years’ experience working in the international office of an INGO/UN Agency, supporting members (national offices)
* Experience leading a remote digital fundraising program
* Team leadership experience and demonstrable influencing and people management skills
* Fluent in English. Capacity to communicate with non-English native speakers. Additional language skills would be an asset
* Capacity to build and energise international virtual communities. Capacity to maintain excellent relations and to work effectively in a multicultural and multi-ethnic environment respecting diversity.
* Proven project management skills delivering complex projects on time and on budget with a strong knowledge of all the financial aspects of digital fundraising/marketing
* Data-driven ethos with strong analytical skills.
* Ability to work in a fast-paced environment and to adapt work plans flexibly depending on external opportunities.
* A willingness to travel to support members directly or to relevant events as required.
* Keep up to date with sector trends, digital marketing and creative best practices, and continually seek out opportunities to learn and develop.

**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.
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| **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: Arantza Espinosa**  | **Date: 15/12/2023** |
| **JD approved by:**  | **Date:** |