

# Role Profile



<b>+Role</b>	Cross-Channel Engagement Officer	<b>Location</b>	Home-based, UK, Nationwide
<b>Accountable for</b>	N/A	<b>Accountable to</b>	Cross-Channel Engagement Manager
<b>Core Anchor Level</b>	Officer	<b>Travel</b>	Occasional travel will be required as part of this role (May include team meetings or other work-related meetings)
<b>DBS check</b>	No	<b>Salary   Grade</b>	Circa £30,000 per annum   Grade D
<b>Contract</b>	Permanent	<b>Hours</b>	35 hours per week

**Overall purpose and impact**

We are seeking a **Cross-Channel Engagement Officer** to design and deliver digital communication strategies, with a strong focus on **email and SMS marketing**. The role will drive **engagement, retention, loyalty, and income** through consistent, personalised, and impactful campaigns.

As part of the Communications team, you will:

- Help manage all aspects of **email and SMS marketing**, including campaign creation, automation, testing, and optimisation.
- Support the **Cross-Channel Engagement Manager** with digital strategy, planning, reporting, and journey development.
- Deliver **fundraising appeals, stewardship journeys, beneficiary support, and campaign actions** that increase supporter and customer retention.
- Manage stakeholder relationships and work closely with teams across the organisation to ensure communications are **aligned, data-driven, and on brand**, providing expert advice on best practice.

## Role Profile

- Maximise the **lifetime value of supporters and customers** by continuously testing and improving journeys, content, and digital experiences.

This is a pivotal role in shaping **seamless, customer-centric communications** that strengthen relationships, enhance experiences, and deliver measurable results.

Responsibilities	Measured through delivery of
Competencies modelled at relevant level.	Annual objectives; 360 feedback
Working with teams across the charity to plan, implement, and deliver targeted email and SMS campaigns and automated journeys to maximise income, provide beneficiary support, steward events, inspire actions, and increase retention.	Annual objectives; campaign performance metrics (engagement, conversion, retention rates); 360 feedback
Create, edit, and optimise digital communications, including copywriting, proof-reading, A/B testing, campaign analysis, and reporting.	Quality and accuracy of outputs; campaign results; stakeholder feedback
Support colleagues by providing training, sharing best practice, and offering expert advice on email and SMS engagement.	Feedback from colleagues; evidence of skills development; team charter
Integrate online and offline campaigns, ensuring consistency across all supporter and customer touchpoints.	Joined-up campaigns; improved supporter/customer experience; directorate charter
Monitor and report on campaign performance using analytics tools (e.g. platform dashboards, Google Analytics), providing insights and recommendations for improvement.	Accuracy and timeliness of reporting; evidence of continuous optimisation; stakeholder satisfaction
Stay up to date with digital marketing practices, sector trends, and competitor activity, using insights to enhance campaign effectiveness.	Evidence of innovation; application of insights in campaigns; annual objectives
Work closely with the Cross-Channel Engagement Manager and Creative Teams to ensure consistent messaging, effective reporting, and impactful content creation.	Alignment across communications; improved supporter/customer experience; annual objectives
Continuously test and refine journeys, content, and engagement strategies to improve supporter/customer experience and lifetime value.	Demonstrated increase in engagement, retention, and lifetime value; evidence of test-and-learn improvements

## Person Specification

- Ability to work on own initiative, organise a busy and varied workload and prioritise tasks to meet deadlines.
- Working knowledge of email and SMS marketing principles and strategies, as well as current GDPR guidelines.
- Demonstrated experience in digital engagement, CRM, or marketing automation, with expertise in email and SMS.
- Ability to plan and implement email and SMS campaigns, including copywriting, proof-reading, reporting and post campaign analysis.
- Experience in testing, optimisation, and automation to improve communications effectiveness
- Essential experience using an email platform. Desirable experience using Dot Digital.
- Excellent written and verbal communication skills. Experience of writing great copy and ability to adopt different tones and writing styles.
- Excellent attention to detail, including the ability to proof-read, edit copy efficiently, and feedback decisions to stakeholders.
- Understanding of digital customer journeys and stewardship journeys.
- Ability to form and maintain good working relationships both internally and externally at all levels.
- Ability to influence a wide range of stakeholders.
- A keen problem solver and analytical – able to spot issues and opportunities within data and act quickly on them.
- Demonstrable experience of using analytics tools and analysing data to inform decision-making.
- Experience of evaluating the successes and providing recommendations of email, SMS and paid digital campaigns using Google Analytics and social media monitoring tools.
- Computer literate and able to use a range of IT products to a high standard.
- Willingness to work flexibly with regards to working patterns where needed.
- To be committed to the principles of equal opportunities and diversity.
- To have an understanding of stroke.