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| **ROLE PROFILE: Global Digital Acquisition Senior Specialist** |  |
| Position Title:  | Global Digital Acquisition Senior Specialist  |
| Position Title: | 736331914 |

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| **Team** | Engagement | **Grade** | M2 |
| **Reports To (Title)** | Global Digital Fundraising Unit Lead | **Contract Length** | Permanent |
| **Location** | Anyexisting SCI office location | **Time-zone** | Any |
| **Languages** | Any | **Headcount** | 1 |

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| **Team and Job Purpose** |
| **Team purpose**To harness the power of brand, creative content, digital marketing, and integrated planning and strategy to expand our reach, increase revenue, and enhance our reputation. Working collaboratively with the global movement, the Global Engagement Team blends art and science to turn insights into action, designing audience-centric strategies, stories and campaigns that connect and inspire, driving lasting impact for children. By engaging more people in our cause and challenging not-for-profit conventions, we develop innovative content marketing and leverage digital technologies to stand out and stay relevant, ensuring the support children need for the future.**Role purpose**To drive digital acquisition and increase engagement globally, the Global Digital Acquisition Senior Specialist will develop and implement strategies to optimise digital paid media channels and enhance donation page conversion rates. The role is pivotal in leveraging best practices and technical expertise to scale digital acquisition efforts, ensuring cost-effectiveness while maximising impact. This position supports Save the Children’s mission by working with Members, translating digital insights into actionable strategies, and ultimately improving the lives of children worldwide. |

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| **Principal Accountabilities** |
| * Develops and implements global digital acquisition strategies tailored to the needs of diverse markets, ensuring maximised digital paid media optimisation and enhanced donation page conversions.
* Leads the creation and optimisation of digital acquisition ads during global campaigns and emergency moments, ensuring tactics and assets are included in the campaign plan, drafting content briefs to ensure high-impact creatives align with Save the Children values and goals and following up with Members. Coordinates all digital activity for emergency and global campaigns in the absence of the Global Digital Planning Specialist.
* Supports existing and opportunity markets in achieving sustainable income growth through digital channels, monitoring and managing ad performance, providing insights and optimizations to continually improve outcomes and cost-efficiency. Supports building the digital strategy, team recruitment, agency selection, technology and platforms, and digital integration with other channels and departments such as DRTV, Legacies, F2F, Donor Development, etc
* Builds a community of practice among paid media and conversion rate optimisation practitioners, sharing best practices, running regular calls/webinars and in-person/remote skill-sharing events, and fostering innovation to scale digital fundraising programmes, ensuring an iterative and data-driven approach.
* Leads and manages global digital projects, ensuring these projects align with organisational strategies and deliver measurable outcomes.
* Leading and mentoring the Global Web Analyst, fostering a culture of accountability and inclusivity.
* In the event of a major humanitarian emergency, the role holder may be expected to work outside the normal job description and be able to vary working hours accordingly.
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| **Budget** |
| none |

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| **People Management Responsibility** (direct/indirect reports) |
| Number of people managed in total: 1 (Global Web Analyst) |

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| **Size of Remit** |
| Global |

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| **Travel Requirements** |
| International travel required: YesPercentage of required for travel: Up to 10% |

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| **Key Relationships** |
| **Internal** (excluding direct team and manager)* Member Digital Leads and Senior Leadership
* Global Digital Engagement, Content, Comms and Fundraising Hub colleagues

**External*** Digital agencies, global partners and IFL Digital Acquisition group
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| **Competencies** |
| Cluster: Leading Competency: Leading and inspiring others Level: Accomplished Behavioural Indicator: Takes a flexible and positive leadership style adapting to a given situation or to the needs of the team. Cluster: Leading Competency: Delivering results Level: Leading Edge Behavioural Indicator: Builds a culture of quality and focuses on ongoing performance improvement. Cluster: Thinking Competency: Innovating and adapting Level: Accomplished Behavioural Indicator: Anticipates change and adapts their (and their team’s) plans and priorities accordingly. Cluster: Thinking Competency: Problem solving and decision-making Level: Leading Edge Behavioural Indicator: Provides a strategic framework to support decision making across the organisation. Cluster: Engaging Competency: Communicating with impact Level: Leading Edge Behavioural Indicator: Projects confidence and authority to influential audiences and makes the most of subject matter even when it’s less familiar.  Cluster: Engaging Competency: Networking Level: Leading Edge Behavioural Indicator: Aligns and builds networks and alliances to reflect global shifts and opportunities. |

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| **Experience and Skills** |
| **Essential****1. Digital Acquisition Expertise** Experience in planning and executing global digital acquisition strategies tailored to diverse market needs to achieve sustainable income growth through digital channels. **2.** **Paid media channels**Proficient experience designing, monitoring and directly implementing digital paid media programmes in social media ads (Facebook, Instagram, linkeding, X, TikTok), search ads (Google and Bing), Video (YouTube), programmatic (display and video), display networks (GDN, retargeting), paid email campaigns, native ads and affiliates. In the profit or non-profit sector (ideally both at client and agency side). **3. Conversion rate optimization**Demonstrable knowledge and experience overseeing the design and implementation of CRO programs with web analytics, A/B testing, and inbound marketing tactics in the profit or non-profit sector**4.** **Content Creation and Optimisation** Ability to draft compelling content briefs that ensure high-impact creatives. Experience in collaborating with designers and content creators to produce engaging digital content that aligns with the organisation’s values and goals. Understanding of A/B testing and other optimisation strategies to improve ad performance. **5. Market Analysis and Strategy Development** Ability to analyse diverse market needs and tailor strategies to maximise digital fundraising impact globally, using analytics tools (e.g. GA4, Adobe Analytics, PowerBI) to monitor and measure ad performance and user behaviour. **6. Project Management**  Expertise in managing global digital projects with a focus on delivering measurable outcomes. Ability to coordinate multiple digital activities simultaneously, particularly in high-pressure situations such as emergency campaigns. **7. Community Building and Collaboration**  Ability to build and foster a community of practice among paid media acquisition and conversion rate optimisation practitioners promoting shared learning and innovation.**8. Innovative and Strategic Thinking**  Creative mindset to develop and encourage new and innovative solutions for digital fundraising programmes. Future-oriented with the ability to think strategically on a global scale. **9. Coordination and Collaboration** Experience in coordinating digital activities during emergency and global campaigns, ensuring inclusive, collaborative, and effective mobilisation efforts, particularly during high-pressure situations.**10.**  **Diversity, Equity, and Inclusion** Capacity to build and maintain excellent relations and to work effectively in a multicultural and multi-ethnic environment respecting diversity.**Desirable**1. Experience working internationally in a strategic ssupport role to a diverse range of markets
2. Senior experience in the INGO sector
3. Strong collaboration skills to share best practices, drive continuous iteration, and encourage innovation through international communities of practice
4. Experience in capacity-building initiatives for existing and new markets to achieve sustainable income growth through digital channels.
5. Project management skills delivering complex projects on time and on budget with a strong knowledge of all the financial aspects of digital fundraising/marketing including analysis of costs/income, ROI, conversion and donor/client retention data and all other relevant KPIs.
6. Strong personal, organisational and self-management skills; with an ability to lead and work in teams and motivate others
7. A willingness to travel to support members directly or to relevant events as required.
8. Familiarity with content management systems (CMS) such as WordPress, Drupal.
9. Proficiency in using project management tools (e.g. Loop, Trello, Microsoft Project).
10. Experience in HTML, CSS, JavaScript and/or jQuery.
11. Experience in cloud-based CRM solutions.
12. Familiarity on gaming fundraising
13. Experience in embedding ethical practices in digital campaigns, particularly during global campaigns and emergency moments
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| **Education and Qualifications** |
| **Essential*** Degree in Marketing, Communications, or a related field. Or equivalent work experience.
* Excellent English language skills, additional languages would be an asset.

**Desirable*** Digital Marketing Certifications: Recognized certifications from Google (Google Analytics, Google Ads) Facebook Blueprint, Microsoft Ads, etc. which demonstrate proficiency in key areas managing paid media channels, SEO/SEM knowledge to optimise content and campaigns for search engines.
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| **Safeguarding** |
| We need to keep children and adults safe so our selection process includes rigorous background checks and reflects our commitment to the protection of children and adults from abuse.Level 1: A basic criminal record background (DBS) check is required/equivalent police record check.  |

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| **Diversity, Equity and Inclusion and Equal Opportunities**  |
| Diversity, Equity and Inclusion is core to our vision, values and global strategy. Save the Children is committed to creating a truly diverse, equitable and inclusive organisation, and one which will support us in our vision to ensure every child attains the right to survival, protection, development, and participation.   We are committed to equal employment opportunities, regardless of gender, sexual orientation, race, colour, ethnic origin, nationality, disability, marital or civil partnership status, gender reassignment, pregnancy and maternity, caring or parental responsibilities, age, or beliefs and religion. We are committed to diversifying our staff to better represent the communities we serve and actively welcome underrepresented groups to apply.  Reasonable adjustments will be made should any candidate invited to interview require this.     |

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| **Version Control and Approval** |
| Version | Date | Author | Reviewer | Approver |
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