

EMAIL MARKETING MANAGER (MATERNITY COVER)

SALARY

£35,466 – £38,754

DIRECTORATE

Growth

HOURS

37.5 hours per week

CONTRACT TYPE

Maternity Cover
Fixed Term – 12 Months

DEADLINE

We reserve right to close
recruitment asap

LOCATION

Wakefield, West Yorkshire

ABOUT US

Penny Appeal was set up in 2009 to provide poverty relief across Asia, the Middle East and Africa by offering water solutions, organising mass feedings, supporting orphan care, and providing emergency aid. We've come a long way since then and have grown tremendously in the past 12 years!

We've transformed lives and empowered communities, helping to break the poverty cycle and build brighter futures. Over the past few years, our work has expanded, and our teams have grown considerably, allowing us to launch new campaigns and work in even more crisis-hit countries. As well as strengthening communities in over 30 countries around the world, we also make it a priority to support vulnerable people here in the UK, too.

Each of our projects are carefully designed to be accessible and effective. They are a wonderful blend of emergency support, short-term relief, and longer-term sustainable solutions. Our way of approaching relief means that we can save lives immediately, improve situations in the coming days and transform communities for years to come.

At Penny Appeal, people are at the heart of everything we do. Every one of our projects are tailor-made to meet the needs of those we support and benefit as many people in need as possible, in ways that cost our generous donors just a little bit of loose change each day.

Vision

Transform small change into big difference for those who need us most.

Mission

Inspired by the universal values of the Islamic faith, Penny Appeal's mission is to serve all those in need at home and abroad.

Strategic Aims *Within 5 years*

1. Best in class Muslim Charity
2. Sunday Times top 100 businesses to work for
3. Most recognisable Muslim charity in the world
4. Raise over £100 million per annum for good

Key Facts

We are a British Muslim led charity.

Our HQ is in Wakefield, West Yorkshire. We have approximately 100 staff based in the UK, with many more across the world.

Please read our latest Annual Report [here](#).

ABOUT YOU

For us, it's not just what we do, it's how we do it. Our values are important to us and we're looking for people who will live and breathe them.

THE ROLE

Penny Appeal are expanding their digital team and need to find a motivated, results driven Email Marketing Manager.

They are looking for someone with strong email management experience and excellent language skills.

On a daily basis, you'll be working to build, test and deploy email campaigns, and follow this up by reporting on performance. You will work closely with UK Programmes/Marcomms and Challenges Dept to select Products and Appeals to deliver communications at the right time, to the right audience and respond to any changes promptly and efficiently.

Key areas:

You will be working closely with the out of-house creative team, to ensure emails demonstrate strong creative, clear messaging, work within the brand guidelines and align to cross channel campaigns.

You'll help to drive web traffic and revenue and be involved in the growth of this acquisition channel, with the support of the wider team.

You will manage the database, ensuring it is kept up to date, free from duplications and GDPR compliant. You will be responsible for segmentation of the database and drive its growth.

You should be confident setting up and managing email programs, including welcome, lapsed, and other lifecycle development campaigns. You will report regularly on all email and database activity, weekly or on demand, and be confident in presenting your findings and ideas in group meetings, with your colleagues and with directors.

Penny Appeal offers a friendly and fast paced working environment and a continued company growth plan and staff development

This is a fixed-term role for a period of 12 months to provide maternity cover for the existing Email Marketing Manager.

KEY REQUIREMENTS

ESSENTIAL

- Have 4-5 years' experience in email marketing including good knowledge on how to build, test and broadcast email campaigns, as well as experience in managing data segments.
- Be results driven, with a desire to produce engaging campaigns which deliver increased sales and deliver to established company KPIs.
- Excellent proof-reading skills, strong usage of English language and grammar application.
- Credible and articulate, with excellent communication, presentation and interpersonal skills.
- A passion for learning and keeping up to date with the latest trends in both digital and marketing.
- A positive attitude with a willingness to learn new skills.
- Experience in using Mailchimp is advantageous.

ADDITIONAL INFORMATION

Safeguarding

We are an organisation that takes safeguarding very seriously. All staff will be expected to adhere to our policies, processes, and approach.

Applying

Please send a statement (of no more than 2 sides of A4, font size 11) clearly outlining how you match our requirements, as well as a two-page CV outlining your professional, volunteering experience, education/qualifications and any other relevant information to jobs@pennyappeal.org. Please state the job title in the email title.

Deadline

We are running a rolling a recruitment, so reserve the right to close the post at any point. Please don't delay in getting your application in to us!