



Digital & Social Team Lead

Who we are looking for:

We have space for an experienced Digital & Social Team Lead to join our team and help us change the lives of mothers and babies in Sierra Leone. The role works closely with our CEO, digital & communications and fundraising teams to define digital & communications for the Foundation.

You'll lead our digital and communications team and be accountable for our digital properties and social communities, across web, social media and email.

You'll define and drive the strategy to build our existing communities, and activate new ones, across our core social channels. You'll work closely with our Fundraising team to activate our community through donation. You'll lead and inspire the team to activate our digital communities.

What you'll do:

Take a strategic, customer-first approach to everything you do. Work as part of the team to deliver positive customer sentiment and great business outcomes.

- Team enablement
- Strategy - development and management
- Editorial calendar management
- Reporting for digital channels
- Create an omnichannel approach to awareness
- Build on existing awareness for AMF through content amplification
- Drive deeper engagement in the story of the Foundation and its leader
- Create loyalty and activate supporters through storytelling
- Provide education and information, designed for sharing
- Support the development of, and execute, the content-led digital experience strategy working in collaboration with the Fundraising team.
- Informing best practice placement of content and imagery onsite to remove friction from key member journeys.
- Manage and optimise site content.
- Lead the activation of the Foundation's Digital Experience roadmap (including system capability gap analysis, journey mapping, experience optimisation, A/B testing, on-site targeted marketing and always-on Content Strategy) to achieve the Digital objectives.
- Monitor results and performance metrics, web, email and social analytics and supporter insights to inform optimisation opportunities.

- Achieve digital plan through defined digital content strategy, roadmap planning and team leadership
- Motivate and lead the Digital & Communications team

What you bring:

- Minimum of 5+ years digital and content management experience
- CMS experience using WordPress or similar CMS
- Experience in SEO
- Experience in digital publishing or content distribution environments
- A great understanding of the digital landscape and customer experience journeys
- Proven ability to identify and deliver CX improvements that drive great outcomes
- Experience in using web analytics tools (Adobe, Google) to analyse the customer journey online and identify opportunities for improvement
- Ability to identify and prioritise high, medium, low-value opportunities
- Proven website conversion optimisation and experience
- Experience developing and implementing communications plans, including test and targeting campaigns.
- Strong experience building relationships with and influencing senior stakeholders
- Experience working at scale
- Great attention to detail
- Keen interest in CX and customer innovation