



## Digital Marketing Executive

Job Description & Person Specification

<b>Job Title:</b>	Digital Marketing Executive
<b>Location:</b>	Based onsite in central London, with some hybrid / flexible working
<b>Hours:</b>	4 days per week (28 hours)
<b>Contract:</b>	Permanent
<b>Salary:</b>	£30K PA (£38K FTE)
<b>Benefits:</b>	8% pension, 28 days annual leave (plus bank holidays), EAP provider, cycle to work scheme and season ticket loan and more
<b>Responsible to:</b>	Head of Engagement & Development



### Introduction to Actors' Trust:

Actors' Trust is a charity that supports actors and stage managers in times of need. Founded by Sir Henry Irving in 1882, Actors' Trust has been carrying out its mission for over 140 years and counts the likes of Sir John Gielgud and Laurence Olivier as former Presidents. In 2024 Actors' Trust spent £2.4m on charitable support and exists as a beacon of support for the precarious life of working in the acting profession.

Actors' Trust has a bold new ambition, 'Acting for Impact', to increase its reach and impact within the performing arts community, helping many more people and broadening the range of support to result in meaningful and sustainable change. It is an exciting time for the charity, with a vision to make a greater difference to a community dedicated to bringing so much meaning and inspiration to others.

### Job Purpose:

The Digital Marketing Executive will work closely with the Head of Engagement & Development to support the planning, management and optimisation of the charity's digital marketing and communication activities. You will play a pivotal role in growing our online presence, engaging and converting supporters, and generating income through creative, high quality digital content and supporter-focused campaigns.

**“More than anything, Actors' Trust gifted me peace of mind, a precious commodity in the storm that is cancer.”** – Katie Schofield, Actor

[hello@actorstrust.org.uk](mailto:hello@actorstrust.org.uk)

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6 Adam Street, London, WC2N 6AD

A Company Limited By Guarantee | Company Reg No: 243374  
England Charity Reg No: 206524 | VAT Reg No. 726 8718 01

Actors' Trust is supported by our Royal Patron, His Majesty King Charles III

Actors' Trust is the working name of The Actors' Benevolent Fund



### **Key Objectives:**

1. **Grow Online Awareness & Engagement**  
Increase the charity's digital presence within the performing arts community and among supporters by creating and sharing compelling content that increases reach, visibility and meaningful online engagement.
2. **Retain Supporters Through Stewardship and Digital Retention Activities**  
Improve donor and audience retention by implementing personalised stewardship journeys, refining supporter communications, and delivering digital experiences that build loyalty, satisfaction and long-term support.
3. **Grow Charitable Income Through Digital Channels**  
Support the development and delivery of digital fundraising campaigns—including appeals, donor acquisition and paid digital activity—to increase online giving and help grow sustainable charitable income.

### **Key Relationships:**

<b>Internal</b>	<b>External</b>
<ul style="list-style-type: none"><li>• Head of Engagement &amp; Development</li><li>• Engagement &amp; Development Team Members</li><li>• Chief Executive and Members of the Leadership Team</li><li>• Grants and Services Team Members</li></ul>	<ul style="list-style-type: none"><li>• Existing Actors' Trust Members, Supporters and Service-Users</li><li>• The Acting, Stage Management &amp; Entertainment Community</li><li>• New Supporters and Donors</li><li>• Industry Professional Contacts</li><li>• Agencies</li><li>• Partnerships</li></ul>

### **Key Duties and Responsibilities:**

- Develop, manage and optimise multi-channel digital campaigns across social media (Instagram, Facebook and LinkedIn), website, email and search engines.
- Track and report on campaign performance and make recommendations for improvement.
- Create engaging digital content including social media posts, email newsletters, landing pages and short-form video briefs, ensuring content is on-brand, inclusive, and accessible.
- Maintain a digital content calendar and coordinate with internal teams such as fundraising and grants & services departments.
- Schedule, publish, and monitor activity across social platforms.
- Grow engagement and reach through creative content, paid social, trend awareness, and community management.
- Use analytics tools to measure performance and inform content strategy.
- Build and send supporter emails and newsletters using Mailchimp.
- Support segmentation, A/B testing, and automation to improve supporter journeys and engagement.
- Update and maintain website content (WordPress CMS).
- Implement SEO improvements including keyword optimisation, metadata, and user-friendly content.
- Monitor website analytics and help identify opportunities for user experience (UX) improvements.
- Use analytics platforms (e.g., Google Analytics, social insights, CRM reporting) to measure impact.

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- Produce monthly reports, dashboards, and insights that support data-driven decision making.
- Assist with Google Ads (including Google Ad Grant campaigns).
- *(Desirable)* Support paid social advertising where relevant for fundraising, donor acquisition, or audience development.

**N.B.** This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated to reflect appropriate changes.

**Person Specification:**

<b>Knowledge and Experience</b>	
<b>Essential</b>	<b>Desirable</b>
Experience of developing, managing and optimising digital marketing campaigns across social, search, website and email to drive brand awareness, lead generation and customer engagement.	Experience of marketing for the performing arts sector.
Expert in content creation and management, including scheduling and audience interaction; ensuring alignment with brand and organisational goals.	Previous experience of building collaborative working relationships to innovate and co-create marketing activities.
Strong copywriting skills and ability to create SEO-driven content to improve search rankings and organic traffic.	Led end-to-end design and rollout of digital fundraising infrastructure, including online donation portals, automated email fundraising journeys and CRM-integrated donor tracking.
Website management, CMS (WordPress) and marketing automation tools.	Experience of developing paid advertising campaigns with a focus on targeting, testing and conversion performance.
Experience with web analytics tools like Google Analytics 4 and Search Console and building dashboards to track KPIs.	Previous experience of managing agencies.
Experience with CRMs and building dashboards to track KPIs.	Experience of using Beacon CRM.
Producing reports with actionable insights to guide marketing decisions.	Relevant qualifications including a Chartered Institute of Marketing (CIM) certification or a degree (or degree equivalent) in Marketing, Digital Marketing or Communications.

**“Thanks to the Actors’ Trust, I have not had to face this challenge alone. They have helped me get through one of the toughest, most difficult times in my life, and I will never forget them for it.” – Beneficiary**

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