Job profile
DIGITAL EXPERIENCE OFFICER
ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We’re a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world’s toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimising their impact on lives and livelihoods.

HOW WE WORK

We work on holistic solutions that change systems and have a framework to help us achieve our aims:

- Analyse the root causes of a poverty and vulnerability
- Define the change at scale we need to make
- Develop activities along three complementary paths: Demonstrate, Learn and Inspire.
  - Demonstrate that our solutions are sustainable in the real world
  - Learn by capturing evidence and adapting our approach
- Inspire wider support to multiply our impact.

OUR ORGANISATION

Practical Action is an unconventional, multi-disciplinary changemaking organisation

- A highly innovative community development charity operating in Africa, Asia and Latin America. **Practical Action** community projects use ingenious ideas to design, test, refine and prove new ways to overcome poverty and disadvantage and then ‘open-source’ knowledge of what works so that it can be implemented at a greater scale by others.

- A world-class consulting operation that helps socially responsible business, government policy makers and other development organisations. This draws on learnings from our own development work as well as the combined brainpower of a roster of over 2,000 expert consultants. **Practical Action Consulting** helps to extend the reach of our influence by providing the best advice to others, whose work can make a bigger difference.

- A well respected specialist development publisher. **Practical Action Publishing** brings together development practitioners, researchers and thought leaders to create publications that stimulate discussion, strengthen peoples’ capabilities and inspire sustainable change.
Practical Action

ABOUT THE ROLE

Our Vision
Practical Action’s vision is of a world that works better for everyone.

About the Role
Practical Action is widening the scope of digital investments and uses a wide variety of digital channels to build profile and generate support. As we increase our investment in these channels it is vital that we provide a seamless experience for our supporters, whilst becoming more sophisticated at measuring impact and determining their value for money against key marketing goals.

This Digital Experience Officer role will form a pivotal part of our Marketing Directorate, and will form part of the newly created Supporter Experience and Digital Unit.

Scope

<table>
<thead>
<tr>
<th>Title</th>
<th>Digital Experience Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directorate</td>
<td>Marketing</td>
</tr>
<tr>
<td>Reporting to</td>
<td>Head of Supporter Experience and Digital</td>
</tr>
<tr>
<td>Direct reports</td>
<td>None</td>
</tr>
<tr>
<td>Groups</td>
<td>Supporter Experience, Digital, Insight</td>
</tr>
<tr>
<td>Relationships</td>
<td>External Engagement and Marketing</td>
</tr>
<tr>
<td>Financial scope</td>
<td>None</td>
</tr>
<tr>
<td>Location</td>
<td>Rugby, Warwickshire</td>
</tr>
<tr>
<td>Duration</td>
<td>Permanent</td>
</tr>
<tr>
<td>Grade</td>
<td>C - range from £29,812 to £35,446 p.a. depending on experience</td>
</tr>
<tr>
<td>Travel</td>
<td>Some UK travel may be required.</td>
</tr>
</tbody>
</table>

Accountabilities
You will ensure our digital channels are maintained and coordinated to provide our supporters with an inspiring journey experience by:

- Developing a sophisticated understanding our goals for digital marketing programmes and activities, and develop reports and dashboards to monitor performance in real time and over the longer term.

- Determining what the data is telling us, and dig deeper to consider the factors that might be contributing to performance. Present findings to a regular schedule of real time, daily, and periodic reports in formats that are consumable for a less technical audience.

- Making recommendations for improvements to marketing activity, selection and segmentation, testing plans and user journeys based on solid analysis and evidence.
• Providing benchmark data and best practice research, comparing our performance to external sources.

• Contributing to wider Supporter Experience and Digital programme through mapping of internal and external user needs and business processes.

Any other duties commensurate with the level and grade of the role which may from time to time, reasonably be requested by the line manager.

**WORKING RELATIONSHIPS**

Internal:
• Supporter Experience and Digital team – particularly Insight Manager, Senior Data Analyst and Website Officer
• Marketing Strategists, Marketing Campaign Officers and specialists, Senior Managers in the Marketing department.
• Communities of practice in the Marketing Area to promote cross team working and collaboration – as a convenor or active participant.

External:
• Suppliers and digital partners – media planners, digital marketing agency, software suppliers, peer networks.

**Person Profile**

To be successful in the role, the ideal candidate will be able to demonstrate:

**Specific skills required**

• Degree educated ideally with strong marketing, business, maths or statistical element.
• Technical understanding of digital channel management and relationships between these channels
• Extensive experience of digital data analytics in a marketing environment
• Significant experience of performance analysis of organic and paid for digital stats including email, website performance (server stats and Google analytics), social media performance
• Proven examples of how your research, analysis and recommendations have led to performance improvements.
• Knowledge of data management and warehouse systems.

**Specific experience required**

• Excellent numeracy and analytic skills
• Ability to communicate complex concepts simply verbally, in dashboards and reports
• Deeply curious, inspired to dig deeper when analysing data moving us from “what” data is telling us to “why” this might be happening.
• Proactive and adaptable.