

# Digital Strategy Lead



## Welcome to the neighbourhood

👋 Good to meet you.

We're a fast-growing digital agency, working with some of the biggest and most exciting Christian organisations in the UK. We organise and optimise digital spaces, helping brands to build online audiences and achieve their objectives.

Founded in 2021, we're a growing team of seven, ambitious and excited about the future, and **we're looking for the right people to join us as we build something special.**

Current and previous clients include:



## What's it like to work at Neighbourhood?

"It's a really exciting team to be a part of! We're surrounded by exciting projects and talented team members, it's a brilliant place to learn. I love working here and the collaboration that happens across the whole team."

## Our Values

Culture is incredibly important to us. We are looking for people who are strongly aligned with our values, which are:

1. Work smart, deliver fast
2. There's more to life than work
3. Be positive and candid
4. All for one, one for all
5. Be better than yesterday

[Read more about our values](#)

## About This Role

The Digital Strategy Lead takes client's objectives and works out how best to achieve them, drawing on their experience of social media, influencer campaigns, YouTube content, digital ads, email marketing and much more.

Day-to-day you'll have space to innovate, run creative brainstormers, build strategy documents to present to clients, feed ideas into projects, help launch new campaigns and digital channels, collate and analyse data and work alongside members of the team to ensure clients' objectives are met.

### This job is for you if:

- You know how to use digital to get results
- You create proposals, strategies and reports that are pleasing to the eye
- You keep projects on track, hitting deadlines and budgets
- You can use data to tell a story, focusing on metrics that matter most
- You have a creative eye that knows what looks good, and what doesn't
- You're a people person - you know how to make clients happy

**This role requires experience working with Christian organisations, and/or a deep understanding of what motivates people with faith**

## Responsibilities

- Create digital marketing strategies for clients
- Project manage campaigns, ensuring things run on time and in budget
- Bring clarity and insight to clients with regular meetings and reports
- Hold key relationships with clients, ensuring they have everything they need
- Manage the data and reporting tools and software
- Feed insights into the Neighbourhood team to improve performance in all areas
- Stay up-to-date with industry trends, changes and best practices
- Where required, work with external designers/photographers/videographers
- Where required, attend client events across weekends and evenings  
(Time in Lieu will be provided)



## Experience, Skills and Qualities

	Essential	Desirable
<b>Experience</b>	<p>4+ years working in digital marketing</p> <p>Broad knowledge across multiple digital channels, most importantly social media, digital ads, influencer, content and email marketing</p> <p>Proven experience of creating and implementing digital strategies</p> <p>Proven experience of growing digital audiences</p> <p>Comprehensive understanding of digital trends and platforms</p> <p>Understanding key metrics and creating insightful reports for clients</p> <p>Experience of working with Christian organisations</p>	<p>Degree or equivalent qualification in relevant subject</p>
<b>Skills/ Abilities</b>	<p>Knowledge of Google Analytics</p> <p>Project management skills</p> <p>Excellent interpersonal communication and skills</p> <p>Ability to take initiative and solve problems</p> <p>Ability to prioritise and cope with heavy workload</p> <p>Experience using online graphic design and video creation tools including Canva, Kapwing etc.</p>	<p>Experience using Graphic Design software</p>
<b>Personal Qualities</b>	<p>Team player</p> <p>Creative</p> <p>Flexible</p> <p>Collaborative</p> <p>Innovative</p>	

## Salary & Benefits

- £32,000-£38,000 per annum DOE, with a 6-month probationary period (including 3-month review).
- 25 days annual leave + statutory bank holidays
- 40 hours a week – typically Mon-Fri 8.30am-5.30pm

Our preference is for the role to be full time, but for the right candidate we would potentially consider a part-time role.

We're a remote-first business. Ideally, applicants will be able to do occasional days in the office (based in East Sussex) however we recruit first and foremost on experience and ability. We can discuss office time and location more at the interview stage.

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To apply for the role, please visit [neighbourhood.net/jobs](https://neighbourhood.net/jobs), complete the application form and upload your CV. If you have any questions, email [recruitment@neighbourhood.net](mailto:recruitment@neighbourhood.net)

**Applications close on Sunday 14th July 2024.**

We're also hiring other roles. Visit [neighbourhood.net/jobs](https://neighbourhood.net/jobs) for more information.

**neighbourhood.net**

