



JOB TITLE	REPORTS TO	LOCATION
Digital Marketing Manager	Head of Marketing & Communications	Social Bite, 1 Leith Walk, Edinburgh, EH6 8LN. Flexibility with remote working. Will entail travel across the key cities in Scotland, and occasionally London and Birmingham.

WHAT IS THE PURPOSE OF THE ROLE?

Overview of Social Bite:

We're a movement to end homelessness.

As a charity and social enterprise, we provide food, homes, jobs, and support to people affected by homelessness. Our vision is a society where no one should have to be homeless, so we challenge the status quo by pioneering solutions that create lasting change. We believe in empowering people to transform their own lives to break the cycle of homelessness.

We need our digital marketing to help more people find, understand and support our work. This role will bring together strong writing, creative campaign thinking, digital insight and performance marketing to make sure Social Bite's online presence is clear, compelling and effective.

In this role, you will:

- use your writing, creativity and digital marketing expertise to help more people discover our mission, deepen their understanding of homelessness and convert into Social Bite supporters
- shape digital content that is clear, human, authentic and true to our mission
- turn Social Bite's work, campaigns and impact into online journeys that inspire people to take action
- use insight and data to understand our audiences and improve how we reach, engage and motivate them
- lead digital marketing activity in a way that balances strong ideas, compelling stories and measurable performance
- work with colleagues across the organisation to make sure our digital activity supports fundraising, commercial operations, impact and awareness goals
- strengthen Social Bite's online presence in new areas as we grow across the UK
- help the Marketing & Communications team become more planned, insight-led and sustainable.

KEY OBJECTIVES

- **Lead digital marketing and paid advertising** across Google Ads, Meta, LinkedIn and other relevant platforms, ensuring activity is planned, targeted, regularly reported on, well managed and aligned to organisational objectives.
- **Write and shape digital content** for website pages, landing pages, email journeys, paid adverts and campaign activity, ensuring copy is clear, persuasive, accurate and in Social Bite's tone of voice.
- **Manage and optimise campaign budgets** to improve efficiency, reach, conversion and return on investment across fundraising, commercial and awareness campaigns.



KEY OBJECTIVES

- **Own website content management and optimisation** so the Social Bite website remains accurate, user-focused, accessible and effective in supporting donations, enquiries, shop visits and engagement.
- **Turn Social Bite's work into compelling digital stories**, working with the Senior Communications Manager to translate impact, fundraising, commercial activity and homelessness awareness into content that engages people and encourages action.
- **Lead SEO activity** including keyword planning, metadata, internal linking, content optimisation and practical recommendations to improve visibility.
- **Use analytics to improve decisions** by tracking performance through GA4, Search Console, advertising platforms, email tools and other relevant reporting systems.
- **Create clear digital reports and dashboards** that explain performance, identify trends and recommend next steps in plain, useful language.
- **Plan and deliver integrated digital campaigns** across channels, working closely with colleagues to turn priorities into clear actions, timelines and outputs.
- **Improve supporter and customer journeys** by using insight to test, learn and strengthen landing pages, calls to action, email journeys and online donation routes.
- **Work closely with Fundraising, Commercial, Impact and Communications colleagues** to ensure digital activity supports priorities across the whole organisation.
- **Drive meaningful digital outcomes** by turning online engagement into donations, newsletter sign-ups, more time spent on our website, and other actions that help grow income and support for our mission.
- **Champion brand voice and consistency** across digital touchpoints, making sure Social Bite sounds warm, human, clear and mission-led wherever people encounter us online.
- **Identify useful opportunities in emerging digital tools and AI** where they can improve effectiveness, efficiency or brand cut-through in a responsible way.
- **Support wider Marketing & Communications activity** where required, contributing to campaigns, social media, content, reporting and organisational priorities.

KEY CHALLENGES

- Managing a varied workload in a fast-paced organisation with multiple priorities, including possible line management responsibilities in future.
- Balancing hands-on delivery with the need for planning, optimisation and strategic thinking.
- Turning complex data into clear insight that colleagues can understand and act on.
- Managing paid media budgets carefully and making evidence-based recommendations about spend.
- Keeping the website and digital journeys current, coherent, accurate and user-focused across a broad range of work.
- Coordinating digital activity across different teams, campaigns, audiences and deadlines.
- Ensuring joined-up campaigns across digital and offline channels, making sure advertising, events, shop promotions and wider marketing opportunities are connected, measurable and focused on driving action.



- Staying up to date with digital marketing trends while choosing what is right for Social Bite’s mission, capacity and audiences.

KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

Essential

- Three or more years’ experience in a digital marketing role with responsibility for planning, delivering and optimising digital activity.
- Strong working knowledge of paid digital advertising, including managing a budget for search and paid social campaigns.
- Exceptional writing, editing and proofreading skills, with experience creating compelling copy for digital channels.
- Ability to combine creative thinking with digital insight, using data to improve content and campaign performance
- Experience managing website content through a CMS and improving web pages for users and conversions.
- Excellent understanding of SEO principles and evidence of applying them in practice.
- Confident using analytics tools such as GA4, Search Console and advertising platform reporting.
- Confident making decisions in a supportive environment and taking responsibility for your own workload to achieve organisational goals.

Desirable

- Experience within the charity sector.
- Demonstrable awareness or interest in the issues of homelessness, poverty and employability.
- Entrepreneurial mindset.
- Experience with email marketing platforms such as Mailchimp.
- Experience using tools such as Umbraco, Meta Ads Manager, Google Ads, Looker Studio, Meltwater, Mailchimp or similar.
- Experience working with external agencies, freelancers or suppliers.
- Knowledge of accessibility, UX and ethical digital marketing principles.
- An interest in emerging digital tools, including responsible use of AI in marketing.

PERSONAL ATTRIBUTES

- Curiosity about people, audiences and what motivates action.
- Analytical and insight-led, with a drive to improve how things work.
- Results-oriented and solutions-focused, with a practical approach to problem solving.
- Strong attention to detail and keen eye for good grammar.
- Creative, but grounded in evidence and clear objectives.
- Willing to explore new ideas and test what works, learning from the experience if a test fails.
- Collaborative, approachable and confident working with colleagues across teams.
- Highly organised, with the ability to prioritise and keep work moving.
- Empathy and understanding of diverse experiences.
- A commitment to Social Bite’s mission to end homelessness.



RELATIONSHIPS – INTERNAL AND EXTERNAL

Internal:

- Fundraising and MarComms team
- Commercial and coffee shop teams
- Social Impact Team (support workers)
- Operational Management Board and wider leadership colleagues
- Finance colleagues, particularly in relation to campaign budgets and reporting
- People with lived experience of homelessness.

External:

- Digital advertising, web, SEO and content agencies or freelancers
- Suppliers supporting website, analytics, email and digital tools
- Corporate and charity partners
- Supporters, donors and online audiences.