



## Digital Marketing Officer | Job Description and Person Specification

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| <b>Job title:</b>     | Digital Marketing Officer (Fundraising)                                                                                                                                                                                                                                                                                                                                   |
| <b>Reporting to:</b>  | Marketing and Communications Manager                                                                                                                                                                                                                                                                                                                                      |
| <b>Hours of work:</b> | Full-time (35 hours per week). Flexible working options are available, with a minimum of 28 hours. Please note that the role will require work outside normal office hours, including some weekends, to attend events (approximately 12 per year).                                                                                                                        |
| <b>Contract:</b>      | Permanent                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Salary:</b>        | £30,000 - £34,000 (pro-rated for reduced hours) depending on experience                                                                                                                                                                                                                                                                                                   |
| <b>Holidays:</b>      | 37 days, including public holidays, (based on full-time hours, pro-rated accordingly)                                                                                                                                                                                                                                                                                     |
| <b>Benefits:</b>      | Flexible working and TOIL Policy • Equipment provided for working from home (laptop, phone etc.) • Opportunities for continuous learning and development • Enhanced sick pay • Enhanced Maternity Benefit • Death in Service benefits • Employer pension (3% employee/6% employer or 4+% employee/7% employer) • Cycle to Work Scheme • Recognition agreement with UNISON |
| <b>Location:</b>      | Hybrid Working (occasional travel to Edinburgh)                                                                                                                                                                                                                                                                                                                           |

### About Waverley Care

Waverley Care is Scotland's leading HIV and hepatitis C charity. Guided by the voices and experiences of the people we support, our work helps shape vital services and influences national policy on sexual health and blood-borne viruses.

Our vision is a Scotland where everyone living with, or at risk of, HIV and hepatitis C is treated with dignity, acceptance, and respect. Through our services, we create safe spaces where people can connect, share experiences, and build confidence. We work to end isolation and support people affected by HIV or hepatitis C to live well. You can find out more about the work we do at our website: [www.waverleycare.org](http://www.waverleycare.org)

### About the role

This is an exciting opportunity to shape how Waverley Care engages supporters online while playing a central role in growing our fundraising impact. You'll lead on creating innovative, engaging, and data-driven digital campaigns that inspire people to support our mission and ensure more people across Scotland can access the help they need.

Part of the Marketing & Communications Team, you'll work closely with Fundraising colleagues to design and deliver campaigns that build awareness, generate income, and strengthen supporter relationships. This role is ideal for someone who combines creativity with analytical thinking, a natural storyteller who can bring our cause to life online, while also using data and insights to refine and improve performance. As part of our small but ambitious team, you'll have the opportunity to experiment with new approaches, shape how we connect with audiences, and directly contribute to achieving zero new HIV transmission in Scotland by 2030.

### Head Office

Waverley Care, 113 Oxbgangs Road North, Edinburgh, EH14 1EB  
0131 558 1425 | [hello@waverleycare.org](mailto:hello@waverleycare.org) | [waverleycare.org](http://waverleycare.org)

Waverley Care is a Scottish Charity, SC036500. Registered address 113 Oxbgangs Road North, Edinburgh, EH14 1EB



## About you

You're a confident communicator and creative thinker with a passion for digital engagement and storytelling that motivates people to take action. Organised and detail-oriented, you thrive in a busy environment and enjoy working collaboratively with colleagues across marketing & communications, fundraising and service delivery.

You'll bring hands-on experience in setting up, managing, and reviewing digital campaigns, with skills spanning website CMS (ideally WordPress), email marketing/CRM platforms, social media management, and SEO/analytics. You're comfortable using data to inform decisions and are always looking for opportunities to test, learn, and optimise performance.

Above all, you're proactive, adaptable, and motivated by impact. You can balance competing deadlines without losing sight of the bigger picture: using digital marketing to grow Waverley Care's fundraising and help ensure that anyone affected by HIV or hepatitis C can access the support they need.

## Responsibilities include:

- Collaborate with the Fundraising Team to design and deliver digital marketing strategies that drive lead generation, event sign-ups, and supporter engagement.
- Produce engaging, high-quality content for websites, blogs, social media, and email campaigns that highlight Waverley Care's impact and motivates supporters to take action.
- Work closely with colleagues across fundraising and the Health Improvement Team to source powerful stories and ensure messaging is authentic, accurate, and impact-driven.
- Attend fundraising challenges and events (which may take place outside normal office hours) to capture, create, and share compelling digital content in real time.
- Manage and grow Waverley Care's digital presence across multiple platforms, ensuring campaigns reach the right audiences and achieve fundraising and engagement goals.
- Foster online relationships with donors, supporters, and partners, including donor acknowledgements and interactive engagement on social media.
- Work with the Individual Giving Manager, Marketing & Communications Team, and external agencies to plan and execute individual giving campaigns that deliver measurable results.
- Implement effective SEO strategies to increase visibility of fundraising initiatives and manage Google Grants campaigns to optimise reach.
- Use analytics tools to monitor website and campaign performance, track user behaviour, and provide actionable insights to improve digital fundraising outcomes.
- Explore and test new digital platforms, tools, and approaches to maximise supporter reach and fundraising opportunities.
- Ensure all digital activity complies with fundraising regulations, GDPR, and digital marketing best practices.
- Ensure all digital content is consistent with Waverley Care's brand, tone of voice, and values - helping to challenge stigma, promote inclusivity, and share positive stories.

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## Person Specification

| Skills and Experience                                                                                                              | Essential | Desirable |
|------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| Exceptional written and verbal communication skills, with the ability to create compelling content across multiple platforms.      | ✓         |           |
| Strong interpersonal skills, with the ability to develop and manage stakeholder relationships with sensitivity, care, and respect. | ✓         |           |
| Excellent organisational and project management skills, with the ability to multitask, prioritise effectively, and meet deadlines. | ✓         |           |
| Self-motivated and able to work independently while thriving in a collaborative team environment.                                  | ✓         |           |
| Experience in using Website Content Management Systems (e.g. WordPress or Drupal).                                                 | ✓         |           |
| Experience in SEO, paid advertising (including Google Grants), and analytics tools.                                                | ✓         |           |
| Social Media Management (e.g. Meta Business Suite, Buffer or Hootsuite and LinkedIn Campaign Manager)                              | ✓         |           |
| Experience building email campaigns using CRM and email marketing platforms (e.g. Mailchimp, Donorfy)                              | ✓         |           |
| Familiarity with creative tools such as Canva, Adobe Creative Suite, and video editing software.                                   | ✓         |           |
| Proficiency in Microsoft Office (Word, Excel, PowerPoint).                                                                         | ✓         |           |
| Minimum of two years' experience working in a digital marketing role.                                                              | ✓         |           |
| Undergraduate degree or professional qualification in digital marketing.                                                           | ✓         |           |
| Experience of digital fundraising campaigns and supporter journeys.                                                                |           | ✓         |
| Experience managing budgets for digital advertising campaigns.                                                                     |           | ✓         |
| Experience working with creative agencies and/or media buying agencies.                                                            |           | ✓         |
| Knowledge of accessibility standards and inclusive digital practice.                                                               |           | ✓         |

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