 Job Description

Digital Marketing Manager

**Directorate:** Fundraising, Marketing and Communications **Location:** Flexible

**Reporting to:** Senior Brand and Marketing Manager

**Main function of the post:**

Develop and deliver a digital marketing strategy for WWT that will drive first time visitors to WWT sites, and support membership recruitment and retention (particularly post visit). This supports the wider WWT objective of raising awareness of WWT as a charity and the importance of wetlands.

Develop an approach to ‘paid for’ digital marketing with clear metrics for ROI and have oversight of digital marketing activities at WWT sites.

Work closely with the wider FMC directorate, particularly social media, brand and marketing, supporter engagement and digital and data teams.

**Supervisory responsibilities:** None

# Responsibilities of the post

1. Develop a digital marketing strategy that will drive first time visitors to WWT wetland sites – including a bold vision for how WWT uses ‘paid for’ digital marketing and linking to:
2. the wider supporter journey that moves visitors to repeat visits, members and supporters.
3. manage the delivery of all WWT organised digital marketing campaigns, with a particular focus on Google and Meta.
4. Advise on, and work with relevant third parties to deliver the digital marketing aspect of visitor, profile and engagement campaign briefs from the FMC and Operations Senior Leadership Teams.
5. Play a key role in developing WWT’s e-commerce strategy and manage the marketing delivery, ensuring WWT’s trading offering is considered alongside the other financial asks.
6. Oversee and develop the email marketing plan that serves new and existing supporters, ensuring our emails build engagement from the point of data capture, through to conversion and retention.
7. Lead on identifying trends within digital marketing and contextualise these to help WWT improve its performance against objectives.
8. Work with the Insight team to develop and maintain a reporting and analytic tools to monitor digital marketing activities. Tools will need to enable measurement of activities against objectives and contribute towards our understanding of the supporter journey. Includes but not limited to website, paid for advertising, organic social and email marketing.
9. Produce and present reports on the performance of individual campaigns against KPIs.
10. Build an understanding and respect for the digital marketing strategy within WWT through developing internal relationships, with an emphasis on the planning and delivery of results against objectives.
11. Manage external agencies, ensuring clear briefs are developed and budgets are managed according to plan.
12. Responsible for the digital marketing budget and input into the development of individual campaign budgets in the context of the overall digital marketing strategy.
13. Be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
14. Be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
15. Ensure that in the course of your work you adhere to the WWT Data Protection policy, GDPR and PECR standards.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

# Person Specification

# 1. Qualifications

### Essential:

* Educated to degree level or equivalent
* Recognised digital marketing training qualification(s).
* Current driving licence as the ability to travel to other locations is essential.

***Desirable***

* A qualification in Marketing e.g. Chartered Institute of Marketing Certificate, IDM

## 2. Experience

### Essential

* A good level of experience of developing and implementing digital marketing plans to build profile and reputation
* Proven track record of delivering successful digital marketing campaigns through a multi-channel approach - able to demonstrate ROI
* Experience using marketing analytics tools such as Google Analytics and ideally GA4
* Practical experience of working with digital advertising across PPC, SEO, SMM and email.
* Budget management experience
* Experience of working in complex, multi-site organisations
* Strong writing and editing skills
* Held a similar role in another organisation
* Experience of using outside agencies to support work

### 3. Managerial & Supervisory

### Essential:

* None for this role

## 4. Responsibility

### Essential

* Ability to balance deadlines and workloads
* Ability to prioritise effectively
* Responsible for supporting site marketing managers
* Both strategic and pragmatic; can deliver a long-term strategic plan while ensuring a regular delivery of practical improvements
* Highly effective organisational skills; capable of prioritising workloads, managing multiple projects and negotiating deadlines.

#### Levels of Responsibility:

|  |  |
| --- | --- |
| **Type of Responsibility** | **Level (£’s)** |
| Budget Responsibility | £46,000 |
| Income |  |
| Project Size (normally managed) | medium |
| Assets (required for job, exc. buildings) | N/A |
| Visitors (number per annum) | N/A |

## 5. Creative Ability

***Essential:***

* Innovative ideas and creative solutions
* Excellent communication (verbal and written) skills
* Influencing skills and ability
* Creative and imaginative approach to problem solving

## 6. Contact

### Essential

* Confidence to build effective working relationships and achieve results across all directorates and sites across WWT
* Demonstrates a professional, friendly, diplomatic and patient approach

# General Notes

This position, will from time to time; require work during some evenings, weekends and public holidays to meet the needs of the role.