



JOB DESCRIPTION

POST TITLE Digital Marketing Officer

FUNCTION Lead the digital marketing for Cheshire Wildlife Trust to promote the brand and maximise engagement and voluntary income generation.

RESPONSIBLE TO Supporter Communications Manager

RESPONSIBLE FOR Placements and volunteers, as required

PURPOSE OF POST

To protect wildlife in Cheshire, specifically by:

1. Developing audience insight and analysis of current offering to improve effectiveness of communications and fundraising.
2. Planning and delivering effective lead generation campaigns.
3. Planning and implementing high quality end-to-end journeys for warm leads as well as existing supporters, maximising opportunities and delivering against agreed engagement and net income targets.

MAIN RESPONSIBILITIES

Audience insight

- Develop understanding of key audiences within our region and how best to target them using digital channels.
- Identify and prioritise prime prospects for conversion into supporters and volunteers.
- Work with colleagues to conduct consumer research to improve understanding of interests, values and motivations.
- Work with Database Officer to analyse and segment current supporters, storing data in the most useful way on thankQ CRM.

Lead generation

- Work with colleagues to plan and implement a series of lead generation campaigns including local delivery of national campaigns (e.g. 30 Days Wild, Wild About Gardens) and development of local campaigns (e.g. citizen science – swift and hedgehog sightings).
- Develop, test and adapt inspiring digital content to maximize response and ROI within an agreed budget.
- Work with Digital & Media Relations Officer to maximise use of paid for digital marketing and other marketing tools.
- Develop digital community fundraising opportunities by localising existing campaigns (e.g. #Twopointsixchallenge, Remember a Charity Week) as well as creating our own e.g. birthday fundraisers through Facebook.

Supporter journeys

- Work with Fundraising & Communications team to plan high quality and engaging supporter journeys of integrated communications across all digital channels.
- Produce and deliver inspiring digital content to increase engagement and income including weekly Wild Cheshire e-newsletter.
- Work with the team to use digital channels to maximise income from existing fundraising products (e.g. lottery) and to test and develop new offers.

- Working alongside the Campaigns Officer, develop and run digital events that enhance the supporter journey (e.g. supporter update webinar), as well as make recommendations for face-to-face engagement to encourage support.
- Work with the Supporter Communications Manager to make recommendations for physical materials that support the planned journey e.g. incentives and offerings.
- Develop journeys that help to increase
 - individual giving including one-off donations, membership, other regular giving, legacies and major donors
 - corporate support
 - and engagement including volunteering, event attendance, health and wellbeing activities and actions for wildlife.

Planning & monitoring

- Work with Database Officer and Digital & Media Relations Officer to analyse digital engagement to inform development and planning of lead generation campaigns.
- Work with Database Officer to ensure data is recorded in thankQ accurately and effectively to enable required analysis, tracking, reporting, segmentation and future targeting
- Develop appropriate monitoring and tracking of campaigns to measure success and inform future activity.
- Detailed reporting on lead generation campaigns including insight and recommendations for future activity.

Partnerships

- Liaise with communications officers from partner agencies and other Wildlife Trusts to maximise promotion of projects, e.g. Vine House Farm.
- Work with colleagues from other Wildlife Trusts and the Royal Society of Wildlife Trusts to share learnings and identify promotional and marketing opportunities.

Other duties

- Undertake any other duties required by the Supporter Communications Manager and Director for Fundraising and Communications.
- Undertake training as required.
- Promote membership and actively engage with potential and current supporters.
- Take responsibility for meeting your individual membership target as part of the staff membership recruitment scheme.
- Occasional out of hours and weekend working is required.

POST SPECIFICATION

This role requires team working and confidence to lead on the development of our digital marketing. Whilst supported by the Supporter Communications Manager, the post holder will be expected to work and make decisions independently based on experience and evidence. The role will involve:

- A planned approach to telling stories that inspire action.
- Regular liaison with a range of contacts. These include employees and officers internally and across the Wildlife Trust movement as well as external organisations and existing and potential donors.
- Taking a creative approach to developing engaging fundraising and communications materials.
- Maintaining up-to-date knowledge of all relevant areas of communications.
- Monitoring of performance against engagement and income targets.
- Travel around the region and occasionally beyond.
- In order for the organisation to work effectively you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, as delegated by the Supporter Communications Manager or Director of Fundraising & Communications.

PERSON SPECIFICATION

JOB TITLE Digital Marketing Officer

This section details the experience, skills, knowledge and personal qualities required for the post.

Experience	Essential	Desirable
Previous experience in a digital communications or marketing role	√	
Previous experience in successful project/campaign management	√	
Demonstrable experience in the production of inspiring content for digital channels, (including copy, design and layout,) which inspires action and/or behavioural change.	√	
Demonstrable experience of using social media, web and email to engage range of audiences to take action and/or change their behaviour.	√	
Demonstrable experience of generating, writing and translating content for digital channels	√	
Experience of using web content management systems	√	
Experience of developing audience insight and targeting and segmenting audiences.	√	
Experience of using tracking programs to gather insight and digital behaviour e.g. Facebook Creator Studio, Google analytics	√	
Experience of using processes to record and analyse useful engagement data to improve campaigns	√	
Experience of consumer research		√
Experience of using paid for digital advertising to support campaigns and increase engagement of target audiences		√
Experience of CRMs		√
Experience of working with external partners and suppliers		√

Experience, professional or voluntary, in the charitable sector		√
Knowledge		
Knowledge of creative ways to emotionally engage audiences e.g. storytelling	√	
An understanding of meaningful engagement metrics and how to track them	√	
Methods of generating web traffic with increased conversions.	√	
An understanding of how consumers engage with brands digitally, and how to use this to improve the user experience	√	
An up-to-date working knowledge of the functionalities of social media platforms, including Twitter, Facebook, Instagram, YouTube and LinkedIn	√	
Good general knowledge of wildlife and conservation		√
Good level of education, ideally with communications, marketing or psychology qualification		√
An understanding of behavioural change theory, consumer behaviour and/or charitable giving and the motivations and challenges involved		√
An understanding of data protection principles and regulations		√
Knowledge of graphic design software packages		√
Skills		
Able to develop relationships with a wide range of people	√	
Ability to set, prioritise and achieve targets on time	√	
Ability to innovate and take a pro-active approach to making things happen to increase ROI within a charitable budget	√	
High level of IT competency	√	
Able to write high quality engaging copy for different target audiences. Including an ability to quickly learn and frame conservation messages in a suitable way to inspire action in different target segments	√	
Able to pick up digital programmes and processes easily	√	
Able to find and identify engaging stories from the Trust's delivery team that fit within defined supporter journeys	√	
Excellent proof reading skills	√	
Data analysis including use of analytics for Google, Twitter and Facebook	√	
A confident speaker, able to deliver messages themselves through digital channels e.g. vlogs, webinars and Facebook Live		√
Use of social media management tools e.g. Hootsuite or Crowdbooster		√
Use of design software e.g. Adobe Photoshop, InDesign		√
Video production/editing & photography		√
Personal qualities		
Commitment and passion for restoring nature's decline in the UK through	√	

connecting people with wildlife, making more space for nature and increasing carbon storage		
Effective organisational skills- able to plan, manage and prioritise workload and meet deadlines	√	
An energetic and passionate person that thrives in a fast paced team, and is flexible to take advantage of new/changing opportunities.	√	
Self-discipline and confident with a friendly and diplomatic manner	√	
A self-starter and goal achiever with the ability to work independently whilst delivering as part of a team	√	
Excellent networking skills and the ability to build rapport quickly	√	
A positive and mature approach to dealing with supporters and colleagues	√	
Someone that has the desire and motivation to build their craft and keeps up-to-date with the ever changing world of digital marketing.	√	

GENERAL TERMS AND CONDITIONS

- Salary:** £20,000-£25,000 p.a. (depending on experience)
- Pension:** The Trust operates an autoenrolment compliant pension scheme. Details are set out in the staff handbook.
- Hours of Work:** Ideally full-time hours (35 hours per week), although part-time working considered. Overtime is not paid but time off in lieu may be taken, where appropriate, as the post may involve some evening or weekend working.
- Duration of post:** This post is permanent. All new employees undertake a probationary period of 6 months, in which time they are expected to demonstrate their suitability for the post.
- Holidays:** 28 days (including 8 Bank Holidays) plus 3 specified days per annum pro-rata to start with, rising by 1 day per year up to a maximum of 36 days (inclusive) after 5 years.
- Place of work:** Office-based or home working.
Monthly visits required to Cheshire Wildlife Trust's Head Office: Bickley Hall Farm, Bickley, Malpas, Cheshire SY14 8EF or other offices/nature reserves sites around our region.
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