



Cheshire
Wildlife Trust

**Let's bring wildlife back together -
for everyone, everywhere**





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Purpose and impact of the role

We have reached a tipping point. Wildlife is in freefall both locally and nationally and our climate is in crisis. By 2030 we must see nature recovering, wildlife returning and ecosystems restored and we need many, many more people on nature's side.

Cheshire Wildlife Trust is a fast-growing environmental charity which is part of the UK-wide federation of Wildlife Trusts. With the local support of over 17,500 members and almost 1 million members nationally, you will be a part of a dynamic organisation which is at the forefront of bringing wildlife back. Your role will help achieve our 2030 goals to put nature into recovery, mobilise at least 1 in 4 people to be on nature's side and ensure that the environment plays a full role in addressing the climate crisis. In short, we need to create a [Wilder Cheshire](#).

This role sits within the Fundraising and Development Directorate. The main purpose of the department is to ensure we have both the supporter base and financial resources to deliver our plan for a wilder Cheshire across the region by achieve our grants and voluntary income targets and creating compelling propositions that ignite people's passion for and connection with nature.

The role of Senior Digital Marketing Officer is a Senior Technical Officer level position where the main purpose is to deliver agreed objectives that contribute significantly to achieving a specific strategic goal both directly and by supervising the work of more junior members of the team.



The specific purpose of this position is to:

- Plan and deliver effective lead generation campaigns using our digital channels.
- Plan and implement the digital element of high-quality end-to-end conversion journeys, that integrate with other channels and messages, maximising opportunities and delivering against agreed net income targets.
- Develop audience insight and analysis of current offerings to improve effectiveness of communications and fundraising.

Main duties and responsibilities

Overview

Title: Senior Digital Marketing Officer

Team: Fundraising & Development

Responsible to: Fundraising Programme Manager

Term: Permanent

Salary: £29,634 – £36,304
(Rank 3 or 4 Officer)
Rank and salary based on experience and knowledge

Hours: Full-time, 35 hrs per week. Open to part time working a minimum of 0.6 FTE

Location: Hybrid working with a minimum of two days per week working from our Bickley Hall Farm HQ. (SY14 8EF)

- 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.
- Lead on data coordination across the team, ensuring UK GDPR processes are in place and followed by colleagues when the Trust collects and transfers data.
- Work with colleagues to analyse and segment current supporters, integrating digital platforms and storing data in the most useful way on Access CRM to enable required analysis, tracking, reporting, segmentation and future targeting for financial asks.
- Work with colleagues to plan and implement a series of lead generation campaigns including local delivery of national fundraising campaigns and developing local lead generation campaigns that build nature connection and maximise financial conversion (e.g. surveys and downloads).
- Develop, test and adapt inspiring digital products and offers (e.g. membership incentives, digital adoptions) to maximise response and ROI within an agreed budget.
- Develop digital community fundraising opportunities by localising existing campaigns (e.g. Remember a Charity Week) as well as creating our own e.g. digital delivery of fundraising appeals, membership.
- Manage relationships and contracts with external agencies to maximise on advertising spend
- Use GA4, HotJar and other tools to identify areas for online development
- Ensure our webpages are optimised for SEO, including use of tags and keywords



Main duties continued...

- Design and execute digital journeys through email, social media and web to deliver optimal supporter experience to target audiences
- Work closely with Fundraising and Communications colleagues to optimise use of digital channels, content creation and to ensure consistent brand and tone
- Work with Fundraising and Communications colleagues to plan high quality and engaging supporter journeys of integrated communications across all digital channels.
- Coordinate, produce and deliver inspiring digital content to increase engagement and income to inspire action through weekly Wild Cheshire e-newsletter.
- Develop appropriate monitoring and tracking of campaigns to measure success and inform future activity.
- Detailed reporting on test and learn, agile lead generation campaigns and recommendations for future activity.

Strategy, delivery and managerial responsibility:

- No direct responsibility for others but may provide some supervision to trainees and volunteers.
- Reports to either a Programme Manager or Team Leader and responsible for planning and delivery of a work programme to meet set objectives.

Fiscal responsibility:

- Accountable for raising funds and the day-to-day monitoring of project and contract budgets and/or other income streams of £50k-300k.





Legal Responsibility:

- Expected to comply with the limits and authorities set out in CWT's Financial and General Schemes of Delegation.
- Required to comply with the Health & Safety at Work Act, General Data Protection Regulations, fundraising regulations and Cheshire Wildlife Trust policies and procedures.
- Required to work within the limits set out in your individual competency record and to undergo competency based training as required.
- Responsible for following safe operating procedures to keep yourself safe at work and for ensuring that delivery of your work programme is safe and lawful.

Relationships:

- Expected to be an ambassador for Cheshire Wildlife Trust responsible for upholding the Trust's reputation, image and level of service.
- Expected to promote membership at all available opportunities and engage positively with potential and current supporters.
- Required to maintain operational relationships both internally and externally and to use influencing and negotiating skills when required.

Person specification

Knowledge and experience

You will have already gained at least 5 years' relevant experience or at least a Level 5* qualification or be a member of a professional body within one or more of the following fields: Digital marketing/Digital communications.

In addition you will need to demonstrate knowledge and/or experience of the following:

- 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 and ecommerce systems.
- Experience of coordinating and storing data
- Experience of developing audience insight and targeting and segmenting audiences.
- Experience of using tracking programs to gather insight and digital behaviour e.g. Meta Business Suite, Hotjar, Google analytics
- Experience of Google Adwords, SEO tools and website optimisation
- Experience of using processes to record and analyse useful engagement data to improve campaigns
- Experience of consumer research
- Knowledge of creative ways to emotionally engage audiences e.g. storytelling
- 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 Facebook, Instagram, YouTube, TikTok and LinkedIn and management tools e.g. Hootsuite

*You can check whether a qualification you hold is at the right level [here](#).



Transferable Skills

- You can demonstrate good professional conduct, appropriate behaviours and set an example to others. You are able to demonstrate that you take responsibility for own learning and development.
- You will be able to demonstrate awareness of relevant H&S legislation, and organisational H&S policy and procedures. You take personal responsibility for your own H&S and wellbeing implementing safe working practices.
- Skilled in presenting a range of information confidently and clearly both orally and in writing. Competent in adapting communication style and language to meet the needs of the audience. Able to use a range of communication strategies to influence and persuade others. Able to communicate effectively and clearly with stakeholders including the general public.
- Able to implement complex methods of data management and provide advice and guidance to others on data management. Confident user of information technology tools and a range of common and bespoke software packages.



Transferable skills continued...

- Able to work efficiently and to a high standard. Able to contribute to achieving, measuring and monitoring targets. Can demonstrate an ability to plan budgets and resources to meet objectives. Able to contribute to strategic planning. Competent at managing contracts and lower-value projects. Demonstrates skills in understanding and meeting customer needs and able to deal with the public effectively.
- Capable of effectively managing and evaluating large-scale and/or complex projects from concept through to completion involving multiple stakeholders. A track record of raising significant funding from a variety of sources using different fundraising techniques for project development/ implementation.
- Understands equal opportunities and activity supports others by demonstrating inclusive behaviour. Able to set a good example to others and show leadership when required.

Personal qualities

We expect all who work for Cheshire Wildlife Trust to demonstrate the following personal qualities:

- Be passionate about securing a future for local wildlife on land and sea
- Be someone who leads by example and makes decisions based on evidence
- Be proactive, professional and pioneering in your everyday work
- Make sustainable choices
- Be able to work both alone and as part of a team
- Be flexible, practical and well organised
- Be friendly and approachable
- Have the means to travel to our headquarters as and when required.

In addition this role requires the following:

- Ability to set, prioritise and achieve targets on time
- 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 find and identify engaging stories from the Trust's delivery team that fit within defined supporter journeys
- Excellent proof-reading skills
- Excellent networking skills and the ability to build rapport quickly



About us

We are a small and friendly organisation employing around 60 staff supported by a network of delivery partners, volunteers and trainees. The people who work for Cheshire Wildlife Trust are passionate about the natural environment and local wildlife conservation. We have a highly motivated and committed team who are driven to succeed, and we believe that our staff thrive best in a culture of creative freedom within a strategic framework. Many staff are involved in Cheshire Wildlife Trust's activities outside of their duties such as occasional volunteering to help with a wildlife survey or helping run a weekend/evening event.

At Cheshire Wildlife Trust we embrace agile working with a focus on supporting you to achieve your objectives alongside a healthy work-life balance. We operate a hybrid working policy with most staff working at least part of the week from home and/or out on site.

Our headquarters at Bickley Hall Farm (SY14 8EF) are set in the beautiful Cheshire countryside on a working farm managed by Cheshire Wildlife Trust. The farmhouse provides our main office space with fantastic views and the opportunity to walk around the farm in your free time. Depending on your role you may also have the flexibility to work from one of our satellite offices or use a hot desk hosted by a partner organisation.



Cheshire
Wildlife Trust



How to apply

To apply for the position please send a copy of your CV as well as a covering letter in PDF format to Emma Raine (People & Culture Officer) jobs@cheshirewt.org.uk

Your covering letter should explain in no more than one side of A4; which role you are applying for, and what skills and knowledge you have that you make you the right person for this role.

The closing date for this role is midnight on **Sunday the 22nd of March**. Interviews will take place on **Tuesday the 31st of March** at our Malpas headquarters.

Applicants must have the right to work in the UK.
You may be required to undergo a DBS check as part of this role.

