



Job Description

Job Title:	Digital Marketing Officer
Location:	The Manor House, Broad Street, Cambourne, Cambs, CB23 6DH. Can work remotely some of the time but will need to attend training and weekly meetings at Cambourne as well as travel to other sites across the three counties. We would expect two days a week to be Cambourne office based.
Accountable to:	Head of Communications
Salary:	£29,400 per annum
Hours:	37.5 per week (full time) Part Time hours may be considered
Transport:	You will be required to provide your own car for business purposes (with the relevant insurance), but will be reimbursed for business-related mileage (currently 45p per mile for cars over 1000cc)

Employment subject to:

- 6 month probationary period;
- evidence of right to work in the UK

Digital Marketing Officer

Main purpose

To enhance the Wildlife Trust's external and internal communications and operational efficiency by encouraging and leading the Wildlife Trust to think 'digital first' in its communications and marketing, and to grow knowledge and support for digital channels. To lead on the planning and development of the Trust's website.

Main Objectives
<ul style="list-style-type: none">• Manage and develop the Trust's website• Work with the Head of Communications, the Digital Marketing Working Group and an external marketing agency to deliver digital marketing campaigns on a range of channels to increase new members and individual donations.• Support staff across the organisation with their digital communications, providing training and advice on a range of digital communications platforms
Key Responsibilities
Website management
<ul style="list-style-type: none">• Manage the Trusts' websites and support staff across the Trust to communicate with their audiences effectively online

<ul style="list-style-type: none"> • Deliver a website upgrade project for the Trust and ensure ongoing best practice and brand presence online
<ul style="list-style-type: none"> • Work with colleagues in the Trust and the wider Wildlife Trust movement to deliver new digital integrations between platforms
Digital Marketing
<ul style="list-style-type: none"> • Work alongside the Digital Marketing Working Group and an external agency, to lead on and implement lead generation and targeted email marketing campaigns
<ul style="list-style-type: none"> • Create the Trust's regular enewsletter and assist colleagues with other regular email communications.
<ul style="list-style-type: none"> • Work with Fundraising, Supporter Engagement and Communications teams to plan high quality and engaging supporter journeys of integrated communications, including email campaigns, across all digital channels.
<ul style="list-style-type: none"> • Work with Communications colleagues to deliver inspiring digital content to increase engagement and income, and inspire potential members to join the Trust
<ul style="list-style-type: none"> • 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. Team Wilder).
<ul style="list-style-type: none"> • Support the Communities and Education team and local groups to promote events and activities.
Audience insight and data
<ul style="list-style-type: none"> • Analyse and share audience insight to improve the effectiveness of marketing, communications and fundraising
<ul style="list-style-type: none"> • Work with the Data Officer to ensure data is recorded in thankQ (our CRM) accurately and effectively to enable required analysis, tracking, reporting, segmentation and future targeting
<ul style="list-style-type: none"> • Ensure we comply with all GDPR, photo consent and other data regulations and guidelines
<ul style="list-style-type: none"> • Monitor the content produced for its compliance to standards and guidelines, covering quality, format, timeliness, legal obligations and corporate identity, in collaboration with other members of the Communications Team.
Staff and volunteers
<ul style="list-style-type: none"> • Support the Head of Communications and other Trust staff to deliver the Trust's Communications work plan and cover for other communications staff as appropriate.
<ul style="list-style-type: none"> • Proactively support colleagues from across the organisation in adopting digital channels and communication methods in order to better disseminate our messages.
<ul style="list-style-type: none"> • Oversee the work of communications volunteers when required.
Health and safety
<ul style="list-style-type: none"> • Produce risk assessments and any additional H&S requirements as required.
Other duties
<ul style="list-style-type: none"> • Present a positive and welcoming image of the Trust to everyone.
<ul style="list-style-type: none"> • Contribute to general Trust working and any other duties as directed by line managers.
<ul style="list-style-type: none"> • Undertake training as the need arises.
<ul style="list-style-type: none"> • Go about duties in a resource-efficient way and minimise impacts to the environment.
<ul style="list-style-type: none"> • Actively follow Trust policies including Equal Opportunities policies
<ul style="list-style-type: none"> • Maintain an awareness and observation of Fire and Health & Safety Regulations.

Notes:

1. As duties and responsibilities change, this job description will be reviewed and amended in consultation with the post-holder.

2. This job description does not constitute a 'term and condition of employment'. It is provided only as a guide to assist the employee in the performance of their job. The job description is not intended to be an inflexible or infinite list of tasks and may be varied from time to time after consultation / discussion with the post holder.
3. This job description does not form part of the contract of employment.

Member recruitment provides the Trust with our largest source of regular income. Members are essential for us to deliver our vision to protect and preserve our wild spaces so that wildlife can thrive and we all have wild spaces to enjoy. Although we have a great recruitment team...we need you! Everyone working at the Trust can help. You may be the first person from the Wildlife Trust that a potential supporter speaks to. Every member of staff should take pride in the work we do and be our voice, promoting the importance of being a member of our Trust and recruiting new members wherever they can.

Digital Marketing Officer – Person Specification

E= Essential; D=Desirable

Requirements		
Experience and Qualifications	To hold a degree, vocational or equivalent qualification or experience in digital marketing	E
	Must have the means to travel between sites for meetings and events	E
	Experience using a web Content Management System (such as Drupal), integrating third-party platforms (such as Eventbrite) and training staff to use it	E
	Experience of developing audience insight and targeting and segmenting audiences, utilising a range of analytics.	E
	Experience of implementing targeted digital marketing campaigns, for example PPC, Google Ads, SEO, web publishing, email campaigns and social media	E
	Experience sourcing and creating digital content (including copy, design and videos) which inspires action and/or behavioural change.	D
	Experience integrating data from email campaigns and event bookings with customer relationship databases	D
	Experience working within the charitable sector and/or fundraising	D
Knowledge	An understanding of data protection principles and regulations	E
	Working knowledge of graphic design software packages such as Canva, Adobe InDesign, Adobe Premiere Pro	D
	Working knowledge of Drupal, Eventbrite, MailChimp and SharePoint	D
	An understanding of how consumers engage with brands digitally, and how to use this to improve the user experience	D
	General knowledge of wildlife and conservation	D
Skills and Abilities	High level of IT competency inc. proficiency in Windows / Microsoft Office-based computing	E

	Proven ability to present facts and information in a clear and concise way, taking into account intended audience	E
	Good interpersonal and communication skills: ability to proactively engage and influence a range of stakeholders at all levels, volunteers, members, and external organisations	E
	Demonstrable ability to prioritise and organise resources to deliver to time, budget and agreed quality standards	E
	Video production/editing & photography	D
Behaviours	Demonstrable evidence of openness to change, flexibility and a willingness to learn new ways of doing things	E
	Demonstrable ability to work flexibly within a team environment and to work across functions to deliver successful outcomes, and in contributing to environments that demonstrate equality, foster trust, respect, and challenge.	E
	Willingness to share ideas, experience, and knowledge with colleagues and others.	E
	Demonstrable experience of identifying, understanding and giving priority to delivering the needs of the customer and taking responsibility for providing a service that meets customers' needs.	E
	A motivated person that thrives in a fast paced environment.	E
	Self-discipline and confident with a friendly and diplomatic manner	E

Terms and Conditions: Summary for candidates

The following terms and conditions are typically offered to The Wildlife Trust BCN staff on fixed-term or permanent contracts, and are set out here for your information only. Terms and conditions may vary according to circumstances and this summary does not form part of any subsequent employment contract.

Probationary period: Six months with a review at three months. During the probation period the contract may be terminated with one week's notice.

Annual leave: 25 days annual leave and 8 bank holidays per annum (pro rata for part time staff and those working less than a year). For those staff whose normal working days fall on the days of the week that fall between 25th December and 1st January (i.e. the three non-public holiday days) when the Trust offices are closed, three additional days of paid leave are granted. These are non-pro rata and must be taken between 25th December and 1st January.

Pension: Contributory pension. The Trust contributes 8% salary. The employee will be automatically enrolled after 3 months.

Other Information: Occasional weekend and evening working may be required, for which time off in lieu can be taken.

Equality and Diversity We're wild about inclusion and want our staff to be as diverse as wildlife. As an inclusive employer we recognise that our workforce needs to better reflect the communities in which we live and work.

We actively encourage applications from people of all backgrounds, identities and cultures. We believe that a diverse workforce will help us create our vision of ‘people close to nature, with land and seas rich in wildlife.’

As a Conservation Charity, the Trust is committed to the ethical and sustainable sourcing of all materials used by our charity, and to ensuring we support any initiatives which improve sustainability for the benefit of us all. We are also fully committed to significantly reducing our carbon emissions. We would like to be sure that all of our colleagues and team members are equally committed in their support of these values, and practice the highest standards both at work and at home.

About The Wildlife Trust BCN

The Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire is a registered charity (and a company limited by guarantee), whose mission is to:

- conserve local wildlife, by caring for land ourselves and with others;
- inspire others to take action for wildlife; and
- inform people, by offering advice and sharing knowledge.

We are among the largest and most effective of 46 Wildlife Trusts across Britain and we are a major contributor to the nationwide work of the Royal Society of Wildlife Trusts. We currently manage over 100 nature reserves, covering almost 4,500 hectares, and two education centres. Our work also includes the acquisition and application of information about biodiversity. The Trust’s turnover in 2022-23 was over £10 million and its capital assets more than £28 million, of which over half (£18 million) is classified as heritage assets. This Trust was the first to promote the concept of Living Landscapes: large-scale conservation schemes which aim to ensure that wildlife can thrive alongside the human population across an entire landscape. Our conservation activity is increasingly focused on these Living Landscapes, including the first to be established - the Great Fen in Huntingdonshire – as well as the Ouse Valley, the Nene Valley and the North Chilterns Chalk.

The Trust’s annual report and accounts are posted on our website: <http://www.wildlifebcn.org/annualreview>

The work of the Trust is guided by the 2025 - 2030 five-year vision which can be found at: <https://www.wildlifebcn.org/next-five-years>. To achieve the targets within this plan, the Trust is managed and directed by an Executive Board of CEO and three Directors.

The Trust evolved from a group of committed volunteers, and volunteering is still central to its ethos, with over 1200 regular volunteers. The working culture of the Trust encourages a professional approach, with a commitment and enthusiasm for nature and its conservation. Mutual respect and teamwork are highly prized among both staff and volunteers. In all its dealings the Trust tries to be fair but firm and in all its activities it aims to be environmentally responsible. Systems, processes and bureaucracy are kept to the necessary minimum for effective performance.

The Chief Executive reports to the Trust’s Council of 17 Trustees, who are elected annually from the membership (presently standing at over 37,000). Council and its two Committees (Conservation, Education & Community; and Resources) each meet quarterly. There are 137 staff members (113 fulltime equivalents), with main offices in Bedford, Great Cambourne, and Northampton, and over 1,000 active volunteers. The Executive Board comprised Chief Executive, Resources Director, Conservation Director, Business Director and Engagement Director. Reporting to the Executive Board is a team of senior managers.