

## JOB DESCRIPTION

---

<b>Job Title:</b>	Digital Marketing Manager
<b>Responsible To:</b>	Head of Brand and Marketing
<b>Location:</b>	Home based, with occasional travel required
<b>Salary:</b>	Grade D £33,653 - £38,166 depending upon experience, plus 8% employer pension contribution
<b>Hours:</b>	Full-time 37 hours per week (1 fte). Some out of hours work will be required
<b>Contract:</b>	Established

### Job Purpose

- Nature is in crisis, and as an organisation which cares deeply about biodiversity, we must act now before it's too late. This is a pivotal role in supporting Butterfly Conservation to raise awareness of our vision: a world where butterflies and moths thrive and can be enjoyed by everyone, forever.
- Working with the Head of Brand and Marketing the successful candidate for this role will work to implement a new digital acquisition and engagement strategy for the charity's work and collaborate with internal stakeholders to identify and maximise digital marketing opportunities to meet the charity's objectives.

### Main Responsibilities

1. Line management of the Digital Officer.
2. Be the digital marketing lead for all things Butterfly Conservation
  - Branches
  - Staff
  - Volunteers (this is an increasing requirement to maximise opportunities available from working with volunteers)
  - External organisations/partners
3. Develop and deliver a digital marketing strategy that contributes to achieving the organisational strategic aims of raising brand awareness and increasing income.
4. Managing the day-to-day delivery of the website and microsites, including creating new landing/blog/general pages, maintenance, refreshing and uploading content.
5. Lead development and delivery of public-facing digital marketing campaigns.

6. Lead on an evidence-based approach with the development and management of KPIs and other digital marketing analytics to help inform the evaluation of activities and future decision making.
7. Responsible for email marketing planning and delivery of effective email communications and supporter journeys that drive supporter engagement and conversions.
8. Developing and executing Search Engine Optimisation (SEO) and paid digital advertising strategies such as Pay Per Click (PPC) and link building strategies that drive high quality leads and relevant traffic to the websites, in order to meet or exceed acquisition, engagement, and conversion Key Performance Indicators (KPI).
9. Manage the charity's Google Grant account, optimising keywords & phrases, identifying and targeting audiences based on intent, creating effective ad copy and tracking conversions.
10. Measure website performance through an in-depth understanding of Google Analytics 4 and campaign tracking. Make evidence-based recommendations to continuously improve performance of digital marketing campaigns.
11. Drive innovation and optimisation in media buying through the use of first and third party data, e.g. Remarketing Lists for Search Ads (RLSA) for targeting Pay Per Click (PPC) campaigns, display retargeting and lookalike Audiences.
12. Providing development and support in championing an audience-centric approach in User Experience (UX) and User Interface (UI) optimisation across all digital marketing activity
13. Account manage the web agencies and work with them to optimise the website, UX and live campaigns through regular analysis and reporting, making insight led decisions and recommendations.
14. Responsible for the social media strategy and campaign delivery (paid and organic), ensuring a consistent and unified approach to content delivery to help increase awareness, engagement and conversions.
15. Set standards at Butterfly Conservation for the design, development, and implementation of digital products.
16. Work in collaboration with internal stakeholders to help achieve product strategy objectives through effective digital marketing campaigns.
17. Work with Head of IT and relevant stakeholders on Butterfly Conservation's Digital Transformation Project and support the CRM integration with websites and microsites

## General

- Promote BC's values (Excellence, Passionate, Inspiring, Collaborative) ensuring they are adopted in all aspects of the role.
- Undertake any other reasonable duties as required and commensurate with the grade of post.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse workforce.
- Work in accordance with BC's policies, procedures, and codes of conduct.
- Actively participate in on-going professional development activities.



---

## PERSON PROFILE

---

**JOB TITLE:** Digital Marketing Manager

---

Technical/Specialist Skills	Essential	Desirable	Method of assessment
Educated to degree level or equivalent, with Maths and English GCSEs (or equivalent) in grades A-C		✓	A/I
Successfully managing an organisation's overall digital presence across multiple platforms and for a variety of audiences	✓		A/I
Knowledge HTML	✓		A/I
Proven track record of management and development of: Content Management System (CMS), Pay Per Click (PPC), AdWords, Search Engine Optimisation (SEO), Google Analytics, and Social Media paid ads	✓		A/I
Hands on approach to Search Engine Optimisation including high level of technical SEO & outreach / link building experience	✓		A/I
Proven track record of developing digital marketing plans and delivering these on time and within budget	✓		A/I
A very strong analytical capability allowing for a variety of daily, weekly & monthly reporting to senior management	✓		A/I
Good understanding of digital marketing campaign planning, production and evaluation	✓		I
Strong project management skills with the ability to remain organised while working on a number of different projects	✓		I
Experience of website integration with a CRM database		✓	I
Knowledge of CSS, PHP and JavaScript		✓	I
Ability to use data and analytics to improve digital performance	✓		A

Budget Responsibilities			
Demonstrate substantial experience of creating and monitoring ROI, impact evaluation and budget management	✓		A/I

Line Management/Contractor Responsibility			
Experience of line managing a small team		✓	A/I

Personal Attributes			
Empathy with aims and objectives of BC	✓		I
Pro-active in resolving problems and improving efficiency	✓		I
Analytical and methodical, with a high degree of accuracy	✓		I
Well organised and self-motivated; able to plan and undertake work on your own	✓		I
Able to prioritise a diverse workload, meet tight deadlines and use own initiative	✓		I



# Butterfly Conservation

Saving butterflies, moths and our environment

<b>Personal Attributes</b>			
Flexible: able to rapidly assimilate information and adapt to a changing environment	✓		I
Able to work effectively as a member of a team	✓		I
Pragmatic, innovative, enthusiastic and able to motivate others	✓		I
Able to manage potential conflicts by dealing with people in a calm and professional manner	✓		I
Willing to work some weekends and evenings and away from home	✓		I
Driving license or other means of transport.	✓		A

Key:

A = Application Form

I = Interview