

London Wildlife Trust

Digital Marketing Officer

Job Description and Person Specification



Responsible to: Head of Marketing and Communications

Located at: London Wildlife Trust, Dean Bradley House, 52 Horseferry Road, London SW1P 2AF

Overall responsibilities: Enhancing our external and internal digital communications, leading on the digital elements of our communications, marketing and fundraising campaigns. Ensuring that the online experience we offer meets the requirements of key audiences and external stakeholders to increase audience engagement and loyalty.

Responsibilities:

- Work closely with the fundraising team to deliver paid social and digital campaigns working with external agencies where necessary. Manage build and execution of ad campaigns and tracking and optimising live campaigns
- Support the marketing and fundraising teams to map out our current digital supporter journeys as we integrate a new CRM system, ThankQ
- Lead on planning, implementing and tracking how digital elements of our supporter journeys can be enhanced to improve acquisition and retention
- Review our current online experience, and plan and implement changes to improve audience engagement and loyalty
- Review our current email newsletter process, as we begin integration of ThankQ and Mailchimp, and plan and implement changes to improve process including supporter journeys, data flow and tracking
- Assist the fundraising team with supporter development activity such as, appeals legacy promotions and e-newsletters to improve supporter retention and increase giving levels
- To lead on the research and development of warm lead conversion campaigns to a range of targeted supporter audiences
- Use online analytics to monitor and report on the success of the Trust's digital supporter and warm lead communications and identify opportunities to increase traffic and engagement
- To work with the fundraising team to gain greater audience insight of existing and potential supporters through qualitative and quantitative research across all channels and digital platforms to help improve communication effectiveness and a tailored supporter-centric approach for retention and recruitment of supporters.
- To keep up to date with best practice in marketing and communications and comply with relevant legislation and regulation and to work within the organisation's policies and procedures, and ensure that good practice is observed
- Using ThankQ CRM, ensure all contacts details, warm leads and feedback generated through campaigns, activities and events are accurately recorded
- To ensure that all data protection obligations are met in all aspects of the role including adherence to GDPR
- To work with the Head of Marketing and Communications to ensure all activities are delivered in line with allocated budgets, adhering to financial management regulations and procedures of the Trust
- To carry out any other duties as required by the Development team, and the line manager consistent with the job purpose.

Protecting London's wildlife for the future

The London Wildlife Trust is a company limited by guarantee registered in England and Wales no. 1600379 and registered charity no. 283895.

Other areas of responsibility:

- a) Promotion of the Trust: To work at all times to further the aims of the Trust including promotion of Trust membership. To encourage donations and to assist in and promote related events and campaigns where appropriate.
- b) Health and Safety: All staff are legally responsible for ensuring Health and Safety considerations are taken into account in all working situations. Staff are encouraged to make reports or suggestions to the Health and Safety Officer on any matters of concern.
- c) Equal opportunities: To work at all times within the Trust's Equality and Diversity policy and to promote equal opportunities wherever possible especially with regard to volunteer and membership recruitment.
- d) All staff may, on occasion, contribute to the work of London Wildlife Trust's trading arm – London Wildlife Limited
- e) Adhere to the policies and plans of the Trust and be a responsible representative of the team and the Trust to external stakeholders, groups, individuals and funding bodies.

Terms and Conditions

Salary:	£28,434	per annum
Hours of work:	5 days a week, 9.30 am - 5.30pm, including one hour for lunch. The post holder will be expected to work some weekends and some evenings for which time off in lieu is given. Flexible working and job share arrangements will be considered	
Holidays:	25 days per annum plus statutory holidays	
Tenure:	Permanent contract	
Sick pay:	Employees are eligible for company sick pay after successful completion of the probation period and if the correct procedures have been followed; employees may still qualify for Statutory Sick Pay.	
Pension:	Eligible employees will be auto-enrolled into the company pension scheme. Further details on auto-enrolment can be obtained from this website https://www.gov.uk/workplace-pensions . Pension contribution rates for LWT are currently at 3% employer and 5% employee. Even if you are not eligible, you can still join the scheme, but the Trust may not have to make any employer contributions. Further details will be provided on joining the Trust.	
Employee Assistance Programme	All employees have access to a free and confidential information, support and counselling service available 24 hours a day, 365 days a year	
Childcare Voucher Scheme	The Trust operates a salary sacrifice scheme	

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Supporter Marketing and Communications Officer

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The following experience, skills and aptitudes are those that we are looking for in candidates for the above role. Those listed as 'Essential' are those that the candidates must have. Candidates who fail to meet these criteria will not be short-listed. 'Desirable' skills and experience are those that it would be advantageous to have, although it is not essential.

Essential	Assessed At	Desirable	Assessed At
Use of CRM database	Application & Interview	An understanding of wildlife conservation would be an advantage	Interview
Excellent communication skills including ability to communicate matters with internal staff and the general public in person, on the telephone and by letter or email	Application & Interview	Experience of contributing to or developing a digital strategy	Interview
Demonstrable high standard of writing for the web, with experience of preparing marketing and promotional material for all media	Application & Interview	Experience of using digital platforms for fundraising	Interview
Demonstrable experience of using social media channels, web content and targeted approaches to engage a wide audience to either take action or engage with an organisation or campaign	Application & Interview	Experience working with external partners such as agencies	Interview
Experience of using web Content Management Systems	Application & Interview	An understanding of relevant fundraising statutory requirements and codes of practice	Interview
Experience of using social media advertising to support campaigns and increase user engagement	Application & Interview		
Knowledge of methods of generating web traffic and improving performance (search engine optimisation).	Application & Interview		
Experience of data analysis (e.g. google analytics, social media metrics)	Application & Interview		
A strong practical understanding of Data Protection Act and GDPR principles	Application & Interview		
Commitment to London Wildlife Trust's vision, mission and values in accordance with our equal opportunity, health and safety, safeguarding and lone working policies.	Interview		

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Ability to build and maintain effective working relationships with staff.	Interview		
Strong communication skills including experience of writing and commenting on marketing copy, with strong proof-reading and editing skills	Interview		
Strong organisational skills, with the ability to prioritise and manage a full workload with competing deadlines	Interview		
High level of general IT competency particularly Microsoft Office	Interview		
Behavioural competencies and Personal attributes			
Ability to communicate with enthusiasm, tact and diplomacy	Interview		
Self-motivated, with the ability to work autonomously or in a team	Interview		
Problem solving skills, adaptable and an ability to use initiative.	Interview		
Willingness to be flexible and respond to changing circumstances	Interview		

An enhanced DBS (formerly CRB) check will not be required for this role.