**JOB PROFILE: Digital Marketing Officer**

**Reporting to:**  Marketing and Communications Manager

**Location:** Temporarily remote, then based at Surrey Wildlife Trust Headquarters – Pirbright, Surrey

**Overall purpose of role**

* Leading digital marketing across the Trust, optimising commercial performance and digital experience
* Developing engaging customer journeys for engagement, membership and advocacy campaigns, working with the Marketing and Communications and Membership Managers
* Managing and delivering search engine optimisation (SEO) for the website
* Supporting the team in the creation of content across all digital media

**Responsibilities:**

* Collaborate across the team to plan, develop and deliver impactful and measureable digital campaigns which meet objectives
* Maintain and develop website, social media and email marketing, working closely with Design and Content Officer to optimise these channels, ensuring pages are up to date and effective
* With Design and Content Officer, develop engaging online content, including advertising, videos, blogs, and monitor and analyse their success
* Create, manage and deliver SEO for website, advising others on best practice
* Perform keyword research to optimise existing content and uncover new opportunities
* Work with colleagues and external parties to execute effective link building campaigns to increase brand awareness and visibility
* Ongoing site auditing, including technical content and keywords
* Working with external agency, provide SEO analysis and recommendations in line with elements and structure of website and pages
* Liaise with technical team at The Wildlife Trusts to fix site issues and work with User Group to find new opportunities to improve CMS website performance
* Demonstrate initiative with ongoing analysis of industry trends and opportunities
* Reporting and accountability for digital KPIs
* Work with external agency to maximise effectiveness of Google Ads grant
* Provide audience and marketing insight, analysis and trends to inform campaign development
* Train others and share knowledge in use of digital platforms and methods, including use of the newly formed intranet for the trust and contribute to its development
* Support the Events Manager with promotion and dissemination of content for online events and assist at live outdoor events
* Contribute to the success of the Marketing and Communications team, taking on other responsibilities and completing tasks as required in line with team priorities

**Other**

* To support the rest of the Trust teams with digital expertise as required including use of the SWT intranet
* Undertake additional duties commensurate with the post as may reasonably be requested from time to time
* Evening and weekend work will be required from time to time

**PERSON SPECIFICATION**

**Essential**

* 3+ years’ experience working with digital content, SEO, CMS and data analytics
* Experience and knowledge of digital marketing techniques and strategies
* Excellent interpersonal, written and verbal communication skills
* Track record of improving commercial performance through content and SEO strategies
* Ability to analyse data to identify and prioritise improvements to the customer journey

**Desirable**

* Degree level or equivalent work experience
* Google Analytics, Google Adwords, Google Search Console, Sprout Social, Mailchimp
* Experience with SEO tools and website optimisation
* Hands on experience with CMS such as Drupal and Wordpress
* Awareness of key elements of the user experience and customer journey
* Good IT skills – Word, Excel, Powerpoint, Adobe Photoshop, Video editing

**Personal Qualities**

* Ability to work independently as well as being a strong team player
* Innovative and creative in thought processes with a sense of pragmatism
* Ability to work to tight deadlines and prioritise effectively
* Strong attention to detail
* Ability to build effective working relationships with colleagues across the Trust
* A passionate interest in the environment and desire to fulfil SWT’s mission an advantage

**MISCELLANEOUS**

A full driving licence would be preferred as it will be necessary to visit other Trust locations not easily accessible by public transport. SWT transport can be used when available.

The nature of the work will involve commitment to deadlines and will involve occasional evening and weekend working in and around Surrey.