



Job Description

Digital Channels Executive

Grade: 7

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Directorate: Marketing & Supporter Development

Reporting to: Digital Channels Manager

Main function of post: Support the Digital team by providing technical support in the day to day running of WWT's digital channels and across a wide range of projects.

Supervisory responsibilities: External agencies and freelancers

Location: HQ, Slimbridge

Hours worked: 37.5 hours per week

Main duties of the post

1. Support the Digital Channels Manager in delivering on-brand, high quality digital content across all digital channels.
2. Maintain the integrity of WWT websites, working closely with external agencies where necessary, by keeping on top of routine admin tasks, ensuring bugs are fixed or issues resolved swiftly and testing any new functionality prior to release.
3. Keep WWT's website up to date by adding and editing content via a content management system (some use of HTML will be required).
4. Keep up to date with the latest digital trends and technologies, being proactive in suggestions of how to improve WWT's digital presence.
5. Work with project teams to maintain and develop WordPress websites for specific campaigns / projects.
6. Set up and create marketing emails by editing existing HTML templates, importing into MailChimp and working with supporter data.
7. Support the Digital Channels Manager with the more technical aspects of managing WWT's social media accounts.
8. Work with Marketing Managers at Wetland Centres to setup online event ticketing.

9. Work with the Data Insight and Marketing teams to report on the success of digital channels through collating digital statistics and preparing reports, setting up tracking tags and monitoring conversions.
10. Maintain good working relationships with external agencies and freelancers, ensure they complete tasks on time and to budget.
11. Support the management of digital user accounts and WWT domains.
12. Provide technical support to the organisation on all digital related matters.
13. Support the Head of Digital and Design with the smooth running of the department and the wider directorate as appropriate.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: April 2017

Amended:

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent

Desirable:

- Qualification in a digital / IT / technical related discipline

2. Experience

Essential:

- Experience of adding and editing website content via a CMS to an advanced level
- Experience of working with HTML / CSS to create emails and website content
- Experience of using IT systems to deliver digital solutions and solve everyday problems
- Exceptional ITC skills, with ability to understand and master new IT systems with relative ease
- Some experience of working directly on servers through an ftp environment

Desirable:

- Experience of setting up, maintaining and developing Drupal / WordPress websites
- Knowledge of Photoshop / Dreamweaver (Adobe Creative Cloud)
- Some experience of using Google Analytics or other website statistical software

3. Managerial & supervisory

- Manage external agencies / freelancers to deliver small projects / tasks to deadline and on budget

Type of staff	Number managed	Number supervised
Employed Staff	0	0
Volunteers / Casual Workers	0	0
Contractors	0	3

4. Responsibility

Essential:

- Responsible for balancing deadlines and workloads
- Ability to manage own time effectively and prioritise work
- Ability to complete technical tasks unsupervised

Levels of responsibility:

Type of responsibility	Level (£'s)
Expenditure (exc. payroll)	£5,000
Cash Handling	-
Assets (required for job, exc. buildings)	-
Visitors (per annum)	-

5. Creative ability

Essential:

- Clear and logical thinker
- An organised individual who maintains high levels of detail, quality and accuracy
- Solution focused, with a positive 'can-do' attitude
- Used to multi-tasking, balancing deadlines and heavy workloads

6. Contact

Essential:

- Excellent written and verbal communication skills
 - Shows professional, friendly, diplomatic and professional approach
 - Working closely with other directorates, Centres, WWT Trading and WWT Consulting
 - Working closely with external contacts
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General notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.

The nature of this post, which encompasses access to personal data and confidential documentation, means that a high degree of personal integrity and discretion is a requirement of the post.

A current driving licence is essential as occasional travel is a requirement of the post.