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# Job description

**Digital Communications Manager (interim)** **Grade:** 8

**Directorate:** Marketing and Supporter Development

**Reporting to:** Head of Digital

**Main function of post:** Develop the digital marketing of WWT’s ten UK wetland centres, with the aim of raising their online profiles, driving visitation and increasing awareness of WWT’s work to visitors. Achieve this through leading on the development of all related areas of WWT’s website and working with centre marketing managers to develop digital engagement techniques.

**Supervisory responsibilities:** External agencies and freelancers

**Location:** HQ, WWT Slimbridge Wetland Centre **Hours worked:** 37.5 hours per week

## Main duties of the post

1. **Support and training** – ensure the use of digital is maximised by providing digital support, expertise and training to centre marketing managers, enabling them to produce high-quality, engaging, on-brand content across all digital channels.
2. **Website** **development** - lead on the development and implementation of all website functionality related to our wetland centres.
3. **Website content** - work with the Head of Digital, National Visitor Marketing team and centre marketing managers to develop a content strategy for all wetland centre related website content.
4. **Email marketing** - work with centre marketing managers to coordinate and deliver a programme of email newsletters. Input to the continued improvement of html email templates, ensuring they are optimised for wetland centre marketing requirements.
5. **Social media** - work with the Head of Digital, National Visitor Marketing team and centre marketing managers to develop a social media strategy for wetland centres. Then provide the necessary support and training to enable the strategy to be delivered for each centre.
6. **Online ticketing** - manage and develop WWT’s online ticketing system for wetland centre admissions and events.
7. **Reporting** - produce a monthly report on digital marketing activities related to wetland centres.
8. **Management** - maintain good working relationships with external agencies, leading on relevant digital projects and development work as appropriate.
9. **Internal communications** - develop and maintain good working relationships with centre based staff and volunteers and help improve internal communications by being an exemplar of information sharing.
10. **Intranet development** – support the Head of Digital and Communication team to encourage and facilitate wetland centre staff and volunteers to share engaging content via WWT's intranet, helping to build an online community.

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. This includes supporting the Head of Digital with the strategic development and smooth running of the department and the wider directorate as appropriate.

**Date raised:** April 2018

## Person specification

### 1. Qualifications

#### Essential:

* Educated to degree level in a marketing-led field or equivalent professional qualification

#### Desirable:

* A relevant qualification in digital marketing / communications

### 2. Experience

#### Essential:

* Experience in a similar digital based marketing role
* Experience of digital marketing related to a visitor attraction or similar based venue
* Working knowledge of how effective websites are structured and operate
* Experience of managing website content using a variety of content management systems
* Good understanding of the importance of SEO and how to develop content that works for both users and search engines
* Experience of developing and maintaining digital strategies, including content marketing, email marketing and social media

#### Desirable:

* Experience of working with PPC campaigns
* Understanding of basic HTML / CSS (for styling web copy and producing email newsletters)
* Ability to use IT systems to deliver digital solutions and solve everyday problems
* Experience within the environmental and / or charity sector
* Experience in project management
* Experience in budget management

### 3. Managerial & supervisory

#### Essential:

* Experience of managing people, information and resources efficiently
* Experience of managing relationships with agencies and freelancers
* Ability to write clear briefs to guide developers and content creators

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| --- | --- | --- |
| **Type of staff** | ***Number managed*** | ***Number supervised*** |
| Permanent Staff | 0 | 10 |
| Volunteers / Casual Workers | 0 | 0 |
| Contractors / agencies / freelancers | 0 | 3 |

### 4. Responsibility

#### Essential:

* Manage content across external facing digital channels
* Lead on and develop strategies for website content and social media

#### Desirable:

#### Levels of responsibility:

|  |  |
| --- | --- |
| **Type of responsibility** | **Level (£’s)** |
| Expenditure (exc. payroll) | £24,000 |
| Cash Handling | - |
| Assets (required for job, exc. buildings) | - |
| Visitors (per annum) | - |

### 5. Creative ability

#### Essential:

* Excellent communication (verbal, written and visual) skills with the ability to write engaging copy aimed at a variety of audiences
* Ability to put together creative, informative and engaging digital content
* Capable of manipulating a range of media types, e.g. images, using Adobe Photoshop
* Considerable ability to work independently under own initiative, with a positive 'can-do' attitude and used to multi-tasking, balancing deadlines and heavy workloads

### 6. Contact

#### Essential:

* Ability to build relationships and work with a wide range of people, both internal and external
* Shows professional, friendly, diplomatic and professional approach
* Working closely with external contacts

#### Desirable:

* Experience liaising with and managing expectations from a multi-departmental team from conception to delivery of projects

## General notes

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

Whilst this post is based at WWT Headquarters, Slimbridge, Gloucestershire, some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Wetland Centres.