**Digital Marketing Lead**

**Be part of a Wilder Future**

**Role:** Digital Marketing Lead

**Contract Type:** Permanent

**Hours:** Full time 35 hours per week

**Pay Band:** £29,000 - £36,000 pa

**Work Location:** Hybrid working with home and main office working at The Wolseley Centre, ST17 0WT (minimum 2 days per month)

**Reporting to:** Marketing and Communications Manager

**Join Our Movement**

Thank you for your interest in applying for the role of Digital Marketing Lead for Staffordshire Wildlife Trust.

Staffordshire Wildlife Trust protects and enhances the wildlife and wild places of Staffordshire and promotes understanding, enjoyment and involvement in the natural world.

A registered charity established in 1969, the Trust is one of 46 independent county Wildlife Trusts throughout the UK and is supported by more than 22,000 members.

Our 50-year vision is for a thriving county with wildlife at its heart, which everyone enjoys, values and wants to play their part in protecting and improving.

We care for 45 nature reserves across the county, covering an area of over 2,000 hectares, and carry out pioneering conservation projects to protect and restore our special landscapes and wildlife.

We work with partners and communities to improve the wider landscape to make it a better place for wildlife, offering volunteering, educational and events programmes to promote understanding, enjoyment and involvement in the natural world.

Working for Staffordshire Wildlife Trust is an opportunity to make a difference. You will be a key part of a passionate and enthusiastic team who are building a wilder future for Staffordshire and inspiring more people to take meaningful action for wildlife.

Our 130 staff are based in six locations around the county including our Headquarters at Wolseley Bridge, Stafford.

You can find our latest strategy here:

[Our vision | Staffordshire Wildlife Trust](https://www.staffs-wildlife.org.uk/what-we-do/about-us/our-vision)

You can find our latest Annual Report and Accounts here:

[Our finances | Staffordshire Wildlife Trust](https://www.staffs-wildlife.org.uk/what-we-do/about-us/our-finances)

**The Role**

Staffordshire Wildlife Trust had an income of £4.7m in year ending March 2024, excluding an exceptional legacy of £2.2m. To enable us to push ahead with our vital work to restore the natural environment across Staffordshire, we must increase our income to £10m by 2030.

The Digital Marketing Lead role is a unique opportunity for an ambitious and innovative storyteller to use their digital marketing skills to drive engagement and fundraising. Your role will involve designing, testing, and delivering engaging campaigns, and mapping user journeys to enhance supporter experience.

This position is a new one, and one of the key recommendations of a fundraising research assignment conducted at the end of 2024. The report recommends a five-year period of foundation-building to include making targeted investments into talented professionals in areas where the Trust may have more fundraising opportunity.

While our headquarters are based in Staffordshire, we welcome applications from candidates who can work remotely. This role offers the flexibility to work from anywhere, with visits to the office as needed but at least twice a month.

**Who we’re looking for**

We are looking for a talented and experienced digital marketing professional with a passion for nature. You will be a motivated, resilient self-starter with experience of email marketing and engagement, including designing, testing and delivery for a complex organisation. The ability to create engaging content for various digital channels, a keen eye for detail and experience of crafting superb copy are essential.

You must be familiar working with data and analytics to extract insight to continually drive performance of our communications and have experience of mapping user journeys through all touch points, including social media and the website, to enhance the quality of supporter experience.

Professional in any situation, you will be a strong ambassador for the Trust, passionate about our mission and able to share our vision across multiple audiences. This is a new role which will give the successful candidate the opportunity to make a real impact on how we develop our digital communications. In return we can offer you a varied role, hybrid working, and interaction with committed expert colleagues who are passionate about their work.

**What you will deliver**

The post holder will be responsible for driving an increase in our unrestricted (fundraised) income through engagement with our digital audiences. Working right across the digital ecosystem - from our website to our social media platforms, email marketing software and beyond - you will gather evidence and derive insights to develop and deliver highly targeted online interactions that convert into long-term financial support, especially through membership.

The Digital Marketing Lead will be the key contact for digital communications and marketing within the organisation, providing input into annual budgets and plans from the perspective of their expertise.

**Key Tasks**

**Supporter attraction and retention**

Consistently achieve our digital membership recruitment targets (including volume, value and Gift Aid declaration capture rate) by planning, creating and delivering both paid and organic audience-targeted engagement campaigns across our online platforms in line with our strategy to acquire new long-term members for Staffordshire Wildlife Trust digitally.

Work closely with the Senior Marketing and Communications Officer to create copy and visual content for use across our website, social media channels and targeted email journeys to increase membership acquisition and income.

Actively seek to understand and optimise the online experience of prospective new supporters to ensure that we are offering seamless experiences that meet the needs and expectations of our diverse online audience, minimising journey drop-out rates and maximising conversion to membership.

Develop, test and adapt inspiring digital content, including using paid digital marketing tools, to maximize response and ROI within budget**.** Monitor online campaign budgets and track income.

Work with external agencies to develop digital campaigns which maximise on advertising spend.

Work across the Royal Society of Wildlife Trusts to help inform and deliver digital membership acquisition campaigns on a national level.

**Analysis, optimisation and reporting**

Closely monitor digital membership recruitment performance across online channels against targets and share reports, evidence-derived insights and news from across the sector regularly to inform our understanding of our digital audiences, increase efficiency and optimise the impact of the Trust’s wider fundraising, communications and engagement activities.

Develop understanding of key local audiences in using data, analytics and consumer research and create plans to target them for conversion into supporters and members using digital channels

Use Google analytics, Google Ads and other tools to identify areas for development on our website.

Ensure our webpages are optimised for SEO, including use of tags and keywords.

**Carry out research to gather audience insight to** improve understanding of interests, values and motivations and work with colleagues to ensure data is recorded in Access CRM accurately and effectively to enable required analysis, tracking, reporting, segmentation and future campaigns.

**Seek opportunities to incorporate AI into the workflow to streamline processes and assist in research and content generation.**

**Other fundraising activity**

Work across the Income Generation team to help develop and deliver large-scale fundraising challenge events, guiding on digital promotion and registration mechanisms to maximise participation and donations.

Work closely with the Fundraising Officer to take the lead in promoting Community Fundraising across our digital channels, developing mechanisms to raise awareness of, and build support for, fundraising activities in progress and to thank donors appropriately.

Support continual digital transformation and growth, by guiding on opportunities to adopt new digital tools and technologies (such as AI) to create more effective fundraising solutions, run more profitable campaigns and futureproof the Trust.

**Administration**

Ensure that all digital fundraising activities are conducted with uppermost integrity and in full compliance with all relevant legislation and regulations, including the Fundraising Regulator’s Code of Fundraising Practice, the Institute of Fundraising’s Code of Conduct, the Charities Act 2016 and the Data Protection Act 2018.

Facilitate and promote the effective and efficient collection and processing of supporter data, in keeping with all relevant legislation and Staffordshire Wildlife Trust policy and procedure.

Ensure that Staffordshire Wildlife Trust and the Royal Society of Wildlife Trusts brands are presented consistently and correctly.

**Other**

Be an effective ambassador for Staffordshire Wildlife Trust and its partner organisations, promoting the aims of the Trust and providing accurate information about its work.

Uphold the Trust’s commitment to safeguarding and promoting the welfare of children, young people, and adults at risk.

Abide by all Trust policies and undertake appropriate training.

Undertake any other duties as requested by your line manager and in line with the post, including providing resilience for the wider Marketing and Communications team.

**What we’re looking for**

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| Personal Qualities | |
| Passionate and Energetic | You will believe in our core purpose, and be passionate about tackling the nature and climate crisis and having an understanding of the part we play. |
| Team focused and supportive | You will encourage, excite and support your team to achieve their best potential thereby resulting in continuous improvement. |
| Ambitious and Achieving | You will provide direction in your team and ensure your work delivers against our core strategic goals. You will energise and motivate your colleagues. |
| Resource Efficient | You will use resources wisely ensuring maximum benefits and minimal cost. |
| Professionalism | Always professional, on-message and on-brand – you will represent the Wildlife Trust and it’s values and mission at all times. |
| Determination and Resilience | You will have a can-do attitude and will take setbacks and  feedback constructively. |
| Problem Solving and Analysis | You will relish a challenge and be analytical in your approach to solving problems. |

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| Qualifications | **Essential** | **Desirable** |
| Degree or equivalent in relevant subject |  | **X** |
| CIM or alternative marketing and communications qualification |  | **X** |
| Full UK Driving Licence (preferably clean). | **X** |  |
| Experience | | |
| Google Analytics, Google Adwords, Google Search Console, Sprout Social, Mailchimp and other online platforms (AF, I) | **X** |  |
| Ability to facilitate key elements of the user experience and customer journey | **X** |  |
| SEO tools, website optimisation and website CMS systems | **X** |  |
| Proven success in creating engaging and effective digital communications for large audiences | **X** |  |
| Track record of improving income generation via content/ SEO campaigns | **X** |  |
| Planning, creating and delivering a multi-channel campaign or project | **X** |  |
| Working for a conservation or membership organisation |  | **X** |
| At least two years of experience in a similar role | **X** |  |
| Skills/knowledge | | |
| Knowledge of digital marketing (email/SEO/website management/social media/digital marketing) and fundraising platforms including using digital platforms for scheduling, email marketing and automation, and analytics | **X** |  |
| Knowledge of using CRM systems to inform marketing and communications, in particular supporter journeys | **X** |  |
| Knowledge of data legislation and GDPR in relation to mark/comms | **X** |  |
| Highly IT-literate– Word, Excel, PowerPoint, Adobe Creative Suite, video editing | **X** |  |
| Knowledge of the conservation sector and/or environmental issues and a commitment to the goals and values of Staffordshire Wildlife Trust |  | **X** |
| Abilities and attributes | | |
| Demonstrate a growth mindset with a tech-driven approach (e.g. embrace latest technology, innovate methods for increasing work efficiency). | **X** |  |
| Able to analyse and report on data and make recommendations based on analysis |  | **X** |
| Able to successfully translate technical concepts and policy information for a non-technical audience at all levels | **X** |  |
| Able to work quickly and efficiently with an excellent eye for detail and accuracy | **X** |  |
| Able to work both alone and co-operatively as part of a team | **X** |  |
| Self-motivated, flexible, well organised and able to meet tight deadlines and manage multiple projects simultaneously | **X** |  |
| The ability to form and maintain productive relationships at a high level with a variety of busy organisations and individuals. | **X** |  |
| Sound judgement with a calm, confident, mature and pragmatic approach. | **X** |  |
| Able to work under pressure, recognise and respond quickly to problems and assume responsibility for decision taking | **X** |  |
| Job may involve travel around Staffordshire and occasional travel beyond, and occasional weekend working | **X** |  |

A fern in a field of purple flowers

AI-generated content may be incorrect.

**Working for Us**

At Staffordshire Wildlife Trust we don’t just offer jobs – we offer careers. As well as investing in our mission, we invest in our people and culture. We’re committed to creating an engaging, supportive and inclusive workplace for all and providing opportunities for development, training and growth. We also provide a range of benefits such as flexible working, an employee assistance programme and a wellbeing allowance.

Your journey in the Trust starts with your induction. Whatever role you're here to do, we'll explain what to expect, show you where to go, and make sure you understand your new environment before you get going.

You’ll get the chance to see what others in your teams, and across the Trust are doing through job shadowing and team working. We have 45 other Wildlife Trusts, working passionately just like us, whose knowledge and experience you can also draw from.

**Learning and Development**

One size doesn’t fit all, we will work with you to identify where you and the organisation want to grow and develop, and put together a personal plan that works for you, whether that’s on-the-job training, flexible e-learning, or one-to-one support.

If we need you to hold a qualification for your role, from either a legal or professional point of view, we’ll cover the cost of your membership fee where needed as part of your continuous professional development.

We believe work-life balance is important. We work 35 hours a week, and we believe a good work life balance makes for happier, healthier employees. We support flexible working wherever possible and we are currently operating a hybrid working model.

**We have a range of benefits that support you when working for us:**

* 10% Non-contributory Pension
* Employee Assistance Programme
* Life Assurance
* Salary Sacrifice schemes for cycle to work and Electric vehicles
* 25 Days basic holiday allowance, plus bank holidays, and extra Christmas leave.
* 15% discount in our cafe
* PPE and uniform provided as required.

**We’re wild about inclusion**

We aim to put equality, diversity and inclusion at the heart of Staffordshire Wildlife Trust to ensure that everyone has the opportunity to experience the joy of wildlife in their daily lives.

We’re Wild About Inclusion! To us, this means inspiring, empowering, and engaging people from all backgrounds, cultures, identities, and abilities, to change the natural world for the better. It means creating workspaces where difference is celebrated, everyone can be themselves and flourish, just like nature.

We aim to better understand and address the inequalities experienced by many communities in accessing and connecting with nature. This includes recognising that the conservation sector is one of the least diverse professions in the UK and that access to careers and educational opportunities needs to be significantly improved. We believe being Wild About Inclusion is critical to the future of The Trust, the health and wellbeing of our communities and to wildlife.

**What we stand for**

We are:

**Resourceful:** Making best use of what we have, and always alive to opportunities to do things better and more efficiently

**Passionate:** Making the case for valuing and protecting wildlife

**Pioneering:** Using new and innovative ways to achieve our vision helping us led by example

**Evidence Based:** Making our case on scientific-face and interpretation

**Welcoming:** Giving our members, our supporters, and the wider public the best service possible

**Professional:** Striving to be the best we can be in all that we do, seeking continuous improvement and benchmarking our performance

**Collaborative:** Working in partnerships between staff, volunteers, members, communities, landowners, businesses and many others to achieve our vision.

**How to apply**

For more information and to request an application pack contact Staffordshire Wildlife Trust on [jobs@staffs-wildlife.org.uk](mailto:jobs@staffs-wildlife.org.uk) or visit our website [www.staffs-wildlife.org.uk/jobs](http://www.staffs-wildlife.org.uk/jobs)

Please send your completed application pack to [jobs@staffs-wildlife.org.uk](mailto:jobs@staffs-wildlife.org.uk) by 9am on Wednesday 28th April.

Interviews will be held in person at the Wolseley Centre, during the week of the 6th May. Details will be shared with candidates invited to interview.

This is a UK-based post and applicants must be living in and have the right to work in the UK.

If you have any questions or any specific interview requirements, please contact us in advance at 01889 880100

*Staffordshire Wildlife Trust is committed to keeping children and young people safe, you can see our policy here:*[*https://www.staffs-wildlife.org.uk/our-policies*](https://www.staffs-wildlife.org.uk/our-policies) *Safeguarding and protecting our visitors, customers, members, staff and volunteers is the responsibility of every trustee, employee, and volunteer at Staffordshire Wildlife Trust*

A group of people working in a garden

AI-generated content may be incorrect.