# 

# Staffordshire Wildlife Trust are seeking an

**Digital Marketing Lead**

**The Wolseley Centre, Wolseley Bridge, ST17 0WT**

**Permanent and full time, 35 hours per week**

**Salary: £29,000- 36,000**

**Closing Date:** 9am on Wednesday 28th April

**Interview Date:** Interviews will be he in person at the Wolseley Centre, during the week of the 6th May

We are looking for a talented and experienced digital marketing professional with a passion for nature.

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

**About You**

This is a unique opportunity for an ambitious and innovative storyteller to use their digital marketing skills to drive engagement and fundraising. 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 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 the mission and able to share the vision across multiple audiences.

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

**About the Role**

The Trust had an income of £4.7m in year ending March 2024, excluding an exceptional legacy of £2.2m. To enable the charity to push ahead with this vital work to restore the natural environment across Staffordshire, income needs to be increased to £10m by 2030.

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.

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.

This 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.

**About Us**

Join the county’s leading conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. Our climate is in crisis and nature needs our help, but together we can make a difference. The 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.

These are not jobs – these are careers. For staff, being part of the effort to address the climate and nature crisis makes working for here truly meaningful and rewarding.

As well as investing in the mission, the organisation invest in people and culture and are committed to creating an engaging, supportive and inclusive workplace for all and providing opportunities for development, training and growth. There is also a range of benefits such as flexible working and an employee assistance programme.

You may also have experience in areas such as Digital Marketing, Digital Communications, Digital Marketing Lead, Digital Communications Lead, Digital Marketing Officer, Digital Communications Officer.

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)

Benefits include:

* 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

Staffordshire Wildlife Trust is a registered charity. Charity No: 259558.