

Job Description

Job Title: Digital Marketing Officer

Weekly Hours: 21

Based At: Plumgarths, Crook Road, Kendal, Cumbria LA8 8LX

Reports To: Senior Marketing Officer



Cumbria
Wildlife Trust

Job Purpose:

To bring specialist digital marketing skills to manage our website, communicate with members and non-members, and deliver campaigns.

Special Features of the Role:

None

Main Responsibilities and Accountabilities:

Carry out specific tasks to promote the work of Cumbria Wildlife Trust:

a) Raising our profile

- Increase the number of visitors to our website by promoting our great content, particularly our wildlife web cameras.
- Create an online buzz around our key wildlife moments, such as ospreys returning to Foulshaw Moss Nature Reserve and seal pups at South Walney Nature Reserve.
- Increase the number of visitors to our website by effectively managing our Google Ads account and maximising our Google charity grant.
- Widely promote our extensive events programme online.
- Support other staff to produce effective online fundraising campaigns.
- Work with our central office to promote national campaigns at a local level, such as 30 Days Wild and Wilder Future.
- Produce two monthly e-newsletters, one for members and one for non-members, and send to our contacts using our database and email service provider.

b) Manage the website

- Work with the Senior Marketing Officer to create good quality online content, in-line with Cumbria Wildlife Trust's overall objectives.
- Ensure website content is up to date.
- Ensure the functionality of the website is working at it's best by monitoring membership form performance, and donation form performance.

c) Targets and reporting

- Monitor online stats on a monthly basis to feed into the national stats monitoring
- Produce quarterly reports for internal use.

Supporting the Trust

Be proactive in increasing the Trust's membership.

Raise the profile of Cumbria Wildlife Trust.

Seek to raise increased funds for the Trust.

Develop and participate in educational aspects of the Trust's work including events, guided walks and illustrated talks.

Any additional duties as outlined in the Annual Work Plan and the Trust's Universal Work Plan.

Any other duties that may reasonably arise from time to time.

All tasks and responsibilities to be carried out in accordance with the Trust's policies and procedures.

Date: June 2019