



## Digital Communications Manager

Marwell Wildlife is an action-oriented conservation charity committed to the conservation of wildlife and other natural resources around the world. In Hampshire, we're best known for Marwell Zoo, our much-loved 140-acre zoo where we welcome around half a million guests each year including over 40,000 school children. We simply could not do what we do without our family of talented people who share our passion and bring our vision to life.

An exciting new opportunity has arisen for a Digital Communications Manager to join our Communications Team on a permanent basis, working 35 hours per week. You will be responsible for the management of key digital platforms within Marwell, bringing online audiences closer to our organisation and ultimately growing our income.

Applicants must have at least two years' experience in a digital marketing role. This should include expertise in website management and design and SEO strategies. A high proficiency in Google Analytics 4 and using analytics and audience insight to drive, monitor and report on campaigns is essential.

Salary: £34,000 to £37,403.19 dependent on experience

Please see the job description below for full details on this role.

To apply for this role, please complete an internal application form and forward to [jobs@marwell.org.uk](mailto:jobs@marwell.org.uk).

**Closing Date: 26 April 2024**

**Interview date: 20 May 2024**

## Digital Communications Manager

### Role Profile

**Job Title:** Digital Communications Manager

**Salary:** £34,000 to £37,403.19 dependent on experience

**Benefits:** Pension at 5% employer contribution, 33 days annual leave including Bank Holidays

**Hours:** 35 hours per week, 5 days out of 7, inc. weekends, evenings and Bank Holidays as required

**Location:** Marwell Wildlife

**Reports to:** Head of Communications

### Role Purpose and Role Dimensions:

To provide operational management of key digital platforms within Marwell Wildlife including the website, guest App and CRM. To build relationships with new and existing digital audiences to enhance their experience, bring them closer to our organisation and ultimately grow our income.

Experience in communications and digital marketing with particular expertise in website management and design, and SEO strategies. High proficiency in Google Analytics 4 and using analytics and audience insight to drive, monitor and report on campaigns is essential. A proven track record in driving traffic through the funnel, optimising ticket conversion, opportunities for secondary spend and enhancing our brand.

## The Role

### Digital communications

- To create an annual digital plan to be undertaken across the relevant digital platforms to agreed upon metrics and targets
- Manage the digital communications budget to deliver the best ROI
- Management and development of our website to drive traffic, optimise ticket conversion, opportunities for secondary spend and enhance our brand, whilst protecting the integrity of the site and our ranking and authority within online search engines
- Working with our ticketing partners to ensure optimal integration and online guest experience throughout our digital platforms
- Manage the zoo's guest App to build its audience, help drive upsells at the zoo and increase awareness of our brand ensuring it remains up-to-date, relevant and engaging
- Coordinate our CRM activity to develop longer term, more engaging guest and member relationships through coordination of our databases, segmentation and automation
- Create effective and engaging high-quality content for digital channels for both engagement and SEO
- Support audience development strategies such as coordinating our affiliate marketing programme and the growth of online revenue through CRO projects
- Collect and analyse data from analytics and guest insights to produce required KPI metrics and effectively report on marketing campaigns to identify and implement digital improvements

- Provide weekly and monthly reports to the Head of Communications to support the evaluation of campaigns and online activity and identify opportunities to drive revenue
- Provide technical support and statistical analysis to the team through an in-depth knowledge of our CMS, email, CRM, data capture and data analysis tools
- Liaise with internal stakeholders to ensure the content on the website is up-to-date, appropriate, and accurate and advise on best practice to drive digital campaigns eg: enhancing engagement and SEO
- Take an innovative and proactive approach in recommending digital opportunities to enhance our communications objectives, guest experience and commercial operation

### **Media production**

Where appropriate or needed to provide cover to:

- Respond to traditional and digital media marketing requests and supply high-quality written, visual and broadcast content
- Capture and edit high-quality photography, videography and audio footage to support our communications objectives

### **Communications support**

- Support the team in the creation of outstanding, articulate and audience appropriate content and copy, for all forms of communications
- Assist with media launches and press activity
- Support the Head of Communications with crisis communications
- Build and nurture relationships with colleagues across the organisation to support the communication of zoo news and our charitable outputs
- Supporting our Head of Communications and Commercial Director, as part of a wider team that will produce ongoing interpretation of new and existing experiences within the zoo, in line with our conservation strategy
- Support our Fundraising function to increase profile and promote fundraising and other income generating campaigns
- Work closely with the Communications Lead to produce integrated and complimentary digital offer and campaigns
- Provide out-of-hours/weekend/bank holiday communications support as required

### **General**

- Nurture relationships with our community of supporters to raise our profile and enhance our reputation
- Manage media agencies to explore and incorporate new ideas, optimise budgets and increase return on investment
- Ensure compliance with GDPR, Privacy Policy, brand guidelines, tone of voice and consistency of approach across all applications and media, both digital and physical
- Maintain constructive and functional relationships with peer managers and colleagues to provide high-quality communications support where needed

## **The Candidate**

### **Qualifications**

- A graduate degree in a relevant subject; or
- Equivalent career experience and evidence of key skills at the appropriate level

## **Skills and Experience**

### **Essential**

- Experience in a similar digital marketing role specifically managing websites and SEO strategies
- Knowledge of PPC and Google campaigns
- Expert knowledge and track record of creating compelling content for digital channels
- Analytical mindset with exceptional attention to detail
- Proficiency in Google Analytics 4 with track record of using analytics and audience insight to drive, monitor and report on campaigns is essential
- An ability to build audiences online and a track record of generating high levels of engagement and conversion among large online communities
- Experience of email marketing software including segmentation
- High proficiency in WordPress Content Management System
- Knowledge of commercial functionality in-built into digital platforms
- A clear communicator with the confidence to contribute ideas and share expertise
- High proficiency in IT such as Microsoft 365 applications, to include Excel, Word SharePoint, and Power Point. Web, CRM, analytics (inc. Google Analytics 4), email and data management.
- Creative thinking
- High level of autonomy with the ability to make good business decisions
- Highly motivated and well organised – able to manage a varied workload and competing priorities to tight deadlines

### **Desirable**

- Experience gained within a zoo, visitor attraction, leisure, tourism, hospitality, or travel industry would be advantageous
- Knowledge of producing high-quality photographic and video content for online and press use
- High level of filming, recording, video & sound editing skills
- Familiarity with Photoshop image editing and Adobe Creative Cloud software suites

### **Other**

- General understanding of health and safety requirements
- Awareness of and respect of confidentiality policies and procedures
- Understanding of GDPR good practice
- Team player with the confidence to contribute to projects and share experiences and expertise with colleagues
- Hardworking, persistent, prompt, and dependable