



Digital Marketing Executive

Marwell Wildlife is dedicated to the conservation of biodiversity and other natural resources. It funds the delivery of its charitable outputs predominantly through the operation of Marwell Zoo, a successful and much-loved visitor attraction in the heart of the South Downs National Park. We employ over 250 staff and welcome over 500,000 visitors annually to our 140-acre park which includes a Grade 1 listed Elizabethan country house.

An exciting opportunity has arisen for a Digital Marketing Executive to join our Marketing Team on a fixed-term contract until 31 December 2026. Working 35 hours per week, the Digital Marketing Executive will support the Head of Marketing in delivering and continually improving Marwell Wildlife's digital experience across our website, CRM and email, guest app, online ticketing journey, search and other digital channels.

We are looking for someone with experience working in a digital marketing, ecommerce, website or similar role who is naturally curious and interested in why things perform the way they do.

If you would like to join our unique and vibrant organisation to become a part of the Marwell Family, please view the full candidate brief below and send a completed application form to jobs@marwell.org.uk.

Salary: £28,000 - £32,000 dependent on experience

Closing Date: Sunday 20 September 2026

Interview date: W/C 28 September 2026

Disclaimer: we reserve the right to close a vacancy earlier than the advertised date if we receive applications that meet the selection criteria. Once a vacancy has closed, we are unable to consider further applications, so please apply early to avoid disappointment.

Digital Marketing Executive

Role Profile

Job Title: Digital Marketing Executive

Salary: £28,000–£32,000 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 Marketing

Management: n/a

Role Purpose and Scope

The Digital Marketing Executive will support the Head of Marketing in delivering and continually improving Marwell Wildlife's digital experience across our website, CRM and email, guest app, online ticketing journey, search and other digital channels.

This is a hands-on role for someone who loves digital marketing, data and customer experience and wants to understand what makes people click, engage and convert.

The role will take responsibility for the day-to-day delivery and optimisation of digital activity: keeping platforms accurate and engaging, building web pages and emails, supporting CRM activity, monitoring performance and identifying opportunities to make our digital customer journeys work harder.

Working closely with colleagues across the Marketing and Sales team and the wider organisation, the Digital Marketing Executive will combine strong organisation and attention to detail with curiosity, analytical thinking and a desire to continually improve performance.

The Role

Website & Digital Customer Experience

- Manage day-to-day website updates, including creating and updating pages, writing copy, uploading content and ensuring information remains accurate and engaging.
- Build campaign and landing pages in line with marketing plans, commercial priorities and organisation requirements.
- Optimise website content for customer experience, conversion and SEO/AEO/GEO working closely with digital agency.
- Carry out regular website checks to identify broken links, outdated content, customer journey issues and opportunities for improvement.
- Support the Head of Marketing with CRO activity, testing and website development projects.
- Work with colleagues across Marwell to gather and maintain accurate website information.
- Support improvements to the online ticket purchasing journey and other key customer journeys.

CRM & Email

- Build, test and send email campaigns to visitors, members, supporters and other audiences.
- Support the development of automated customer journeys and CRM campaigns.
- Maintain and develop customer segmentation to improve the relevance and effectiveness of communications.
- Monitor email performance including open, click and conversion rates and recommend improvements.
- Support data capture initiatives across digital and physical customer touchpoints.
- Help maintain high standards of data quality and GDPR compliance.

SEO/GEO/AEO & Digital Optimisation

- Carry out on-page search activity including page titles, metadata, internal linking, content optimisation and image optimisation.
- Undertake keyword and competitor research to identify opportunities to improve Marwell's search visibility.
- Work with the Communications Lead and Content Creator to ensure digital content is optimised appropriately for search.
- Monitor search performance and identify pages or content requiring improvement.
- Support technical SEO activity alongside the Head of Marketing and external partners.

Analytics & Reporting

- Use GA4 and other digital tools to monitor website traffic, customer behaviour and campaign performance.
- Produce regular digital performance reports and dashboards.
- Monitor key metrics including traffic, conversion, customer journeys, email performance and campaign results.
- Identify trends, issues and opportunities within the data and share actionable insights with the Head of Marketing and wider team.
- Support campaign tracking and ensure appropriate measurement is in place before activity launches.
- Undertake competitor monitoring and digital benchmarking.

Guest App & Digital Platforms

- Manage day-to-day updates to the Marwell guest app, ensuring information is accurate, relevant and engaging.
- Support initiatives to increase app adoption, engagement and commercial effectiveness.
- Liaise with internal teams to ensure operational information across digital platforms is accurate and timely.
- Support the Head of Marketing with ticketing, CRM and other digital platform development and testing.

Digital Campaign Support

- Support the implementation and tracking of digital marketing campaigns.
- Work with external agencies where required to provide campaign assets, landing pages, tracking and reporting.
- Support affiliate marketing, online tourism partners and online listings – both paid and unpaid, ensuring content and offers remain accurate and optimised.
- Ensure digital campaign activity is integrated effectively with wider marketing and communications activity.

General

- Work closely with the Head of Marketing, Communications Lead, Content Creator and wider Marketing and Sales team.
- Build strong working relationships with teams across the organisation to understand their requirements and translate them into effective digital activity.
- Maintain high standards of accuracy, organisation and brand consistency across all digital platforms.
- Keep up to date with digital marketing trends, technology and best practice and proactively share relevant ideas and opportunities.
- Support a collaborative, proactive and solutions-focused Marketing and Sales team.
- Ensure activity complies with GDPR, privacy requirements, accessibility standards and brand guidelines.
- Provide out-of-hours/weekend/bank holiday digital support when required.
- Identify with and contribute to Marwell Wildlife's mission, values and charitable objectives.

The Candidate

Qualifications & Experience**Essential Experience & Skills**

- Experience working in a digital marketing, ecommerce, website or similar role.
- Experience using a CMS to create and update website content.
- Good understanding of SEO/AEO/GEO and website optimisation.
- Experience using digital analytics such as GA4 to monitor and report on performance.
- Experience creating and delivering email marketing campaigns.
- Strong numerical skills and confidence interpreting data.
- Excellent attention to detail and accuracy.
- Strong organisational and planning skills with the ability to manage multiple tasks and deadlines.
- Good written communication skills and the ability to adapt copy for digital channels.
- Confident using Microsoft 365 including Excel.
- Curious and analytical, with an interest in understanding customer behaviour and improving performance.
- Able to work effectively both independently and as part of a wider team.

Desirable

- Experience using CRM and email marketing platforms.
- Experience with customer segmentation and automated email journeys.
- Experience of CRO, A/B testing or website optimisation.
- Experience working with online booking or ecommerce platforms.
- Knowledge of Google Search Console, Google Tag Manager or dashboard/reporting tools.
- Experience within a visitor attraction, leisure, hospitality, retail, charity or membership organisation.
- Understanding of GDPR and digital accessibility best practice.

Key Attributes

- Naturally curious and interested in why things perform the way they do.
- Proactive and keen to identify improvements rather than simply complete tasks.
- Highly organised and dependable.
- Strong attention to detail.
- Comfortable working with numbers as well as words.
- Positive, collaborative and solutions focused.
- Keen to learn and develop digital expertise.
- Comfortable and excited by working in a varied and fast-paced environment.
- Passionate about wildlife, conservation and purpose-driven work.

Other

- Out-of-hours, weekend and Bank Holiday working as required.
- The role is based at Marwell Zoo and may require walking around a large 140-acre site in varying weather conditions.
- An understanding of the Marwell values and behaviours expected within this role.
- An understanding of how this role supports the delivery of our charitable objectives.