

JOB DESCRIPTION

JOB TITLE Digital Marketing Assistant

TEAM Fundraising and Marketing

GRADE B

RESPONSIBLE TO Digital Development Manager

RESPONSIBLE FOR (None)

OVERALL ROLE

Supporting digital marketing and development for Dorset Wildlife Trust as part of the Fundraising and Marketing team. This new role will provide support for new digital income streams and engagement opportunities as part of an exciting new plan for Dorset Wildlife Trust's fundraising and marketing activity.

Part time post (0.6FT), hybrid location between Brooklands Farm HQ and home.



• 1. Key responsibilities

- Website maintenance tasks to ensure content is up to date and optimised for agreed outcomes.
- Supporting analysis of our digital marketing effectiveness through tracking and reviewing agreed metrics.
- Assist Digital Development Manager in implementing and maintaining new digital tools, processes and platforms.
- Administration for conversion rate optimisation programme, to increase the conversion rate and income from our digital channels.
- Administration for user testing sessions, focus groups and other similar activities.
- Administration support using tools across our digital estate, including Mailchimp, Eventbrite, Ecwid, Google Analytics, Google Ads, Access CRM, Typeform and Hotjar.
- Assisting with social media administration including monitoring our channels and comments. There will be the opportunity to create content for Dorset Wildlife Trust's social media channels.
- Administrative support for internal digital project management.
- Help develop process documentation for key digital tasks.
- Supporting email marketing activity and digital communications for campaigns.

2. Other Duties

All staff are expected to:

- Undertake any other duties appropriate to the post as delegated by the line manager;

- Contribute to other Dorset Wildlife Trust activities when required, to deliver the aims of the Strategic Plan;
- Engender a culture of membership recruitment within the team;
- Abide by organisational policies and procedures laid down in the Staff Handbook, including promoting equal opportunities particularly with regard to volunteer work.
- Ensure that Health and Safety policies and procedures are met in all aspects of the role.

Some evening and occasional weekend working may be required with time off in lieu. There also may be periodic travelling within the county with occasional journeys further afield; Dorset Wildlife Trust pool cars are available but own vehicle may be needed. A valid driving licence is a requirement of this position. Overnight stays are only rarely required.

PERSON SPECIFICATION

Area A: Experience

The post holder will be expected to have relevant experience in the following areas:

- Personal or professional experience with using digital marketing tools and platforms, including social media. (essential)
- Previous work experience. (essential)
- Understanding of the social media and digital marketing landscape. (preferable)
- Experience of working in an office environment. (preferable)

Area B: Knowledge

The post holder is expected to have knowledge of the following:

- Knowledge and understanding of digital marketing tools.
- Good command of the English language.
- Good working knowledge of using standard IT equipment and programs (for example Microsoft Office, Teams, Sharepoint).
- Interest in UK wildlife.

Area C: Skills/Qualifications

The post holder will require the following skills/qualifications:

- GCSE level English and Maths (or equivalent).
- Good interpersonal skills.
- Good writing skills.
- Good organisational skills.
- Good time management skills.

- Eye for detail.
- Valid driver's licence.

Area D: Personal qualities

- Enthusiastic
- Curious
- Creative
- Analytical
- Honest
- Determined
- Patient
- Personable
- Pride in quality of work