

Raystede Centre for Animal Welfare



Job Description

Job Title:	Digital Communications Manager
Responsible to:	Head of Marketing
Location:	Raystede, near Lewes, with some remote / home working available
Grade:	E

Background information

Raystede Centre for Animal Welfare, established in 1972, is a charity that aims to give animals a better life through rehoming, rehabilitation and sanctuary, and give people the support and knowledge they need to treat animals with care and respect. We care for more than 400 animals every day, including cats, horses, dogs, rabbits, hens and exotic birds. We help most of the animals find new homes but also provide life-long sanctuary for those animals that cannot be rehomed. Our beautiful 43 acre site is open for visitors to get a unique glimpse into a working animal welfare centre.

Animals are at the heart of everything we do but we could not care for them without our expert and dedicated team of staff and volunteers. Surrounded by animals, lakes, trees and fields with a café, shops, parking and many other benefits, Raystede is an uplifting and rewarding place to work.

The Marketing Team is led by the Head of Marketing and consists of the Digital Communications Manager, the Marketing, PR & Communications Manager and the Marketing Officer. The team is responsible for the marketing and communications for the whole organisation. This includes branding, website, social media, e-marketing, media and PR. The team is also responsible for maintaining and developing the charity's key audiences, messaging, copywriting, proofreading, design, photography and video content.

Main Purpose of the role:

Working with teams across Raystede, this role is responsible for managing and delivering all aspects of the digital communications and marketing across the charity, including website, social media and e-marketing.

Key Tasks

1. Work with the Head of Marketing to develop and deliver a digital strategy that will increase fundraising, awareness and support for Raystede.

2. Work with the Marketing, PR & Communications Manager and Marketing Officer to implement the marketing strategy and ensure that all marketing and communications campaigns and activity are fully integrated across offline, online and digital channels.
3. Act as a point of expertise and support for the digital marketing function for the rest of the organisation, building relationships across all teams including Animal Welfare, Rehoming, Commercial, Education and Fundraising teams.
4. Work with the Head of Marketing to be the caretaker of the Raystede brand across all digital communications.
5. Be responsible for the charity's e-marketing through creation of e-newsletters, ensuring data protection responsibilities are met, and evaluation, monitoring and reporting, working closely with the Database Manager.
6. Raise awareness by project managing, sourcing and delivering engaging and creative digital content via the website, social media and email.
7. Be responsible for managing Raystede's website, including hosting, development, UX, all content, authoring and publishing.
8. Project manage the briefing, tendering and implementation of any new websites and all technical and creative digital developments.
9. Manage Raystede's Google Adwords, SEO, PPC and all digital advertising.
10. Working with the Commercial Team to maximise the charity's e-commerce activities.
11. Monitor, evaluate and regularly report to SMT and Trustees all digital activity using current tools such as Google Analytics, including income generation and traffic use across all social media.
12. Attend and represent Raystede at networking and related events to provide marketing support and promote all aspects of the charity's work.

General (to be included in all job descriptions)

- a. At all times ensure and maintain a compassionate, professional and efficient public image for the charity
- b. Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role
- c. Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- d. Work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook

Key Working Relationships

Internal

Managers, Marketing Team colleagues and colleagues and volunteers in other departments, in particular Animal Welfare, Fundraising, Education and Commercial.

Trustees.

External

Supporters, suppliers, local, regional and national media contacts, external suppliers, general public. Collation and sharing of accurate information.

Ensuring permissions and sign off obtained.

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none">• Project scheduling and management of digital marketing campaigns and activities• Management of the charity's website• Management of the charity's social media channels and scheduling• Planning and prioritising own work
Financial resources	<ul style="list-style-type: none">• Responsibility for monitoring budgets and controlling budgets on individual digital projects• Obtaining quotes• Inputting into annual budget
Material assets	<ul style="list-style-type: none">• Photography and video equipment
Information and communication resources	<ul style="list-style-type: none">• Maintain photography and video library• Maintain media consents information and records
People management	<ul style="list-style-type: none">• Line management of any digital volunteers
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none">• Maintain photography and video library and media consents in line with data protection requirements

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> Educated to A level standard or equivalent 	<ul style="list-style-type: none"> CIM or equivalent qualification in digital marketing and communications
Knowledge and Experience	<ul style="list-style-type: none"> Substantial project management experience Experience in digital marketing communications Proven experience and knowledge of digital advertising, SEO, Google Adwords, PPC Proven experience of managing content production and social media channels Experience of e-marketing and e-commerce Experience of monitoring digital outputs and evaluation using analytics tools. Copywriting for web, social media, SEO, etc Line management Developing processes with other departments 	<ul style="list-style-type: none"> Experience in charity marketing
Key Skills and Abilities	<ul style="list-style-type: none"> Can complete their own administration and maintain excellent records and plans Numeracy – can control and monitor budgets Good communication skills (written and oral) Excellent attention to detail, in particular design and copy Ability to manage personal deadlines and prioritise a demanding workload. Ability to make decisions when dealing with conflicting demands. Ability to manage relationships with diplomacy and tact Team player, willing to muck in, and able to work within a diverse team and build good working relationships 	
Personal Attributes	<ul style="list-style-type: none"> Commitment to equality, diversity and inclusion and understanding of how it applies to own role 	<ul style="list-style-type: none"> Pet owner

	<ul style="list-style-type: none"> • Empathy and interest in animals and their welfare 	
Other	<ul style="list-style-type: none"> • Own vehicle or access to one due to remote nature of the site. • Willingness to work occasional evenings and weekends to provide marketing cover for events and activities. 	