

Website and Digital Marketing Manager

For making life possible

DOGS
FOR
GOOD

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Website and Digital Marketing Manager

Reports to: Communications Manager

The Website and Digital Marketing Manager is responsible for attracting and retaining new supporters through our website, campaigns and marketing activities. Sitting within a small but dedicated communications team, the successful candidate will manage Dogs for Good's digital channels, including the website, and lead on key marketing practices, such as supporter acquisition, data insights, analysis, testing and measurement. Critically and fundamentally, it's expected that the postholder will drive improvements to the accessibility and inclusivity of our website and marketing activities. This is a new role at the charity to support a period of digital transformation and our ambitious five-year strategy.

Key responsibilities

- Manage the Dogs for Good website (WordPress) and work with our digital partner and other third-party agencies to constantly improve the site, as well as resolve any technical issues.
- Develop and deliver search engine optimisation across all our online content.



- Set up analytics tools, processes, and reporting for the website and social media (paid and organic), providing analysis and recommendations to continuously improve performance.
- Ensure user journeys support engagement, conversion, and retention, optimising capabilities within Dynamics 365.
- Work collaboratively with teams and other stakeholders to continually improve the user experience and support the needs of stakeholders through our digital channels.
- Working with the (proposed) digital steering group and outside agencies to define and implement future projects designed to support income generation, person-centred service delivery and build our communities
- Oversee our social media channels, social media strategy development and line manage the Digital Content Officer.
- Coordinate and fulfil marketing requests for digital support and assets across the charity, ensuring adherence to brand guidelines and best-practice accessibility standards.
- Work with colleagues across the department to ensure a coordinated approach to campaigns and appeals, contributing new ideas and input to maximise success.
- Test new website developments before deployment and run regular diagnostics to monitor updates and performance across the website.
- Ensure all website and marketing processes are compliant with GDPR and other fundraising regulations.
- Manage our Google Ad Grant to amplify online content, drive more people to our website, and achieve business objectives such as income generation, volunteer recruitment and brand awareness.
- Support the development of a digital library of resources for images and information accessible to key stakeholders.



Selection criteria

1. Recent experience in managing and improving a complex website in WordPress (e.g. multiple audiences, plug-ins, integrations and goals).
2. Experience of working with CRM systems and audience segmentation processes (ideally Dynamics) to increase income and engagement.
3. Evidence of using Google Analytics to set goals and objectives to achieve key results.
4. Substantive experience in search engine optimisation and up-to-date understanding of trends and developments.
5. Experience and interest in designing, managing and reporting on media campaigns (owned, earned and paid).
6. Understanding of best practice accessibility standards for digital content and web design.
7. Skilled in the application of data and insights to create meaningful analysis and continuous improvement.
8. Evidence of developing UX and customer journeys to achieve income growth.
9. Understanding of the Fundraising Regulator, Gift Aid and Data Protection legislation and its practical application.

Other requirements

1. Driving the charity's vehicles may be part of the job (i.e. to attend events), so a full driving licence is preferred but, where applicable, we will work with the chosen candidate to find alternative solutions where reasonable adjustments are required.



2. Must be willing to work occasional evenings and weekends as needed for the role.
3. Must be willing to travel to the charity's Head Office in Banbury as required.
4. You are expected to have a good understanding of safeguarding issues and how they should be applied to the work of the Charity.
5. Must be sympathetic to the aims and objectives of the charity.
6. You will be required to have a criminal record check carried out by the Disclosure & Barring Service (DBS) when you first join the charity and every four years thereafter.

