

UK Digital Officer

London

Permanent

Circa £30,000

Closing date: Midnight 24th March 2019

Interviews from: 1st April 2019



UK Digital Officer – The Role

This is a great opportunity to use your strong technical skills and experience of producing digital content to help move the world to help animals. We want you to use your abilities to produce great work and increase awareness of World Animal Protection and greater engagement with our campaigns as well as recruit financial donors.

You will provide an efficient, high-quality digital service and implement strategic and integrated digital activities to engage the public and win their support to get involved in online actions and/or donate. You will act as a technical point of contact for the UK website and associated platforms as well as help to maintain our UK website including creating new and updating existing content. You will also track effectiveness and provide reporting using Facebook Insights and Twitter and Google Analytics. You will become our content management systems too, taking on responsibility for troubleshooting and identifying opportunities to improve.

Digital Officer UK – Requirements

- Competent working with HTML and CSS
- Strong technical skills (Javascript, PHP, Drupal, skills preferred)
- Experience of Google Analytics and Tag Manager
- Experience of using website Content Management Systems (Drupal preferred)
- Effective project manager
- Excellent interpersonal and communication skills
- Organised self-starter who's able to pick up and work on multiple projects in a busy team.
- Good stakeholder and negotiation skills. Able to work collaboratively with a wider team
- A Proactive self-starter you will be looking for your next role to be one where you will be the technical lead

Take your digital marketing career to the next level and join us to help move the world to protect animals.

How to Apply

If you want to be part of our dynamic organisation and help us move the world to protect animals then please send us a copy of your CV, salary expectation and cover/motivation letters addressing your skills and experience relative to the role to

recruitment@worldanimalprotection.org

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful.

World Animal Protection is an equal opportunity employer and committed to providing equal opportunities for everyone regardless of their background.

The successful candidate must have permission to work in the position location.

Who are we?

We are World Animal Protection.

For over 50 years we have moved the world to protect animals.

We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

We stop the exploitation of wild animals for entertainment and profit. We protect pets and working animals in communities across the globe. We campaign for better farm animal welfare and fight against factory farming. We also help animals when disaster strikes.

Our vision is a world where animals live free from suffering. We are working to help people to see how important animals are to all of us.

We are determined to influence decision makers to put animals on the global agenda and inspire people to change animals' lives for the better. Today we're working on projects to end animal suffering by helping governments and communities to protect and care for their animals.

Why Work for us?

We move the world to protect animals globally but there are many other reasons to join our organisation. We are a truly global organisation with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, UK and USA. We employ over 380 people globally covering campaigns, media, fundraising, operations, finance, administration and human resources.

As well as competitive employee benefits we want our employees to grow with us and build their careers within World Animal Protection and therefore encourage internal applications. We have a strong track record of offering existing staff promotions as well as secondments and position changes within the organisation.

Job Description

Digital Officer



We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animals live free from suffering. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

Job Title: Digital Officer

Location: London, UK

Reports to: Digital Manager

*Technical/Professional Accountability to:
Digital Manager

Reportees: none

*Technical/Professional Reports:None

Budget holder: No

Local¹: UK Office

Main Purpose of the role

The Senior Digital Officer combines production of digital content, technical skills and experience of project management to support the organisation in increasing awareness, engagement with campaigns and recruitment of financial donors.

Accountabilities

The Digital Officer is accountable for the delivery, testing and development of digital projects to support World Animal Protection's UK website, email and social media channels.

The role holder will comply with the organisation's policies and procedures.

Duties and Responsibilities

Functional

- Help to maintain the main UK website, creating new content and updating existing content as required
- Assisting with the delivery of an efficient, high-quality digital service to the UK office, managing some projects and supporting the Digital Manager on more substantial projects.
- Acting as technical point of contact for the UK website and associated platforms, including online donation pages and online petition pages.
- Providing detailed analytics using Google Analytics, Facebook Insights and Twitter Analytics.
- Conducting testing and optimisation of the UK website.
- Working with the developers based in the International team to deliver improvement projects on the UK website.
- Advise content writers and page guardians on implementing best practice, including our brand UX principles and online content writing guidelines
- Build and maintain new online donation pages and online petitions to support the office's fundraising and campaign activity, including A-B testing
- Maintain tracking of digital activity using Google Tag Manager
- Become an expert user of all content management systems, able to troubleshoot and suggest improvements
- Support the rest of the UK digital team in the day to day running of the website and email platforms when required.
- Provide training to UK colleagues where required.

Organisational responsibilities

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment
- Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management.
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, communications, and donor reporting.
- Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance.
- Contribute to a learning culture and create a positive working environment for staff.
- The role holder will from time to time be required to undertake any other duties that are within the scope of this role.

- Take responsibility for their own health, safety and welfare, comply with H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- The post holder may be required to travel internationally to provide support or participate in World Animal Protection's activities as and when required.

Skills and Experience

Essential

- HTML and CSS competency
- Good experience of Google Analytics and Tag Manager
- Significant experience of working with website content management systems (preferably Drupal) and a willingness to embrace new platforms and systems
- Project management experience
- A passion for digital channels and the ability to see their potential to help achieve fundraising, campaigning and communications objectives
- Excellent verbal communication and listening skills with the ability to understand and interpret the needs of fundraising and campaigning project managers
- The ability to confidently analyse and interpret digital performance metrics and draw robust conclusions about their meaning
- Solution and results focused, prioritising work in line with strategic objectives and scheduled deadlines
- Excellent administrative and time management skills with the ability to plan own workload to meet deadlines, often across multiple projects
- A team player, able to work well with and support others across the wider UK office

Qualifications

- Educated to degree standard/equivalent business qualification (desirable)

Desirable

- Experience of using Engaging Networks
- Knowledge of online payment systems
- Experience of using photoshop or similar design tools
- Experience of Email broadcast tools.

Last reviewed/updated: *March 2019*

*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

¹A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.