

## Job Description

# DIGITAL MARKETING MANAGER



**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 organization, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters and animal cruelty has ended. 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 Marketing Manager

**Location:** New York

**Reports to:** Director of Marketing/Communications

**\*Technical/Professional Accountability to:** Global Director of Marketing and Communications

**Reportees:**

**\*Technical/Professional Reports:** N/A

**Budget holder:** Yes

**Global/Local:** Local

### Main Purpose of the role

World Animal Protection US seeks a proactive Digital Marketing Manager to work within an integrated marketing and fundraising environment to execute World Animal Protection's global, digital communications and marketing strategy in the US.

Collaborating with World Animal Protection's International digital team in London, he/she supports the overall goal of building World Animal Protection's online presence and effectively develops and implements the digital strategy to recruit and retain donors and supporters and increase brand awareness. Reporting to the Marketing and Communications Director, the Digital Marketing Manager is responsible for creatively and proactively enhancing and maintaining World Animal Protection US's website and campaign hub sites; identifying web optimization opportunities; directing and engaging social media strategy; coordinating e-communications and public mobilization actions to our US digital supporter base; and leading on creative efforts to keep digital channels fresh, making full use of the World Animal Protection brand (includes the use of video and other rich multimedia content). As fundraising is a priority for World Animal

Protection US, this position will collaborate closely with US development and campaigns departments to design, coordinate and execute the digital needs required in order to help achieve organizational goals.

### **Accountabilities**

- Responsible for all World Animal Protection US digital assets:
  - Coordinate US involvement in all new International digital initiatives
  - Liaise with the International team to obtain digital elements for new and existing World Animal Protection campaigns
  - Manage the US website development / e-communications calendar, coordinating across all departments
  - Test innovative digital concepts and recommend technology and vendors to support digital and marketing goals
- The role holder will comply with the organization's policies and procedures.

### **Duties and Responsibilities**

#### *Functional*

- Lead, develop, execute and measure integrated digital strategies for the recruitment, cultivation and retention of donors and supporters through their brand journey across all digital channels
- Lead creative efforts across all World Animal Protection US's digital communications:
  - Regularly develop and create new online visuals in order to keep World Animal Protection US websites, e-communications and social media channels fresh and engaging, making full use of the World Animal Protection brand
  - Proactively identify ways in which World Animal Protection US can incorporate multimedia into fundraising, campaigns and communications efforts
- Manage and maintain World Animal Protection US's main website and all campaign hub sites:
  - Day-to-day, ensure content on all sites is up-to-date, accurate and properly branded
  - Proactively identify ways to make sites more interactive and donor-friendly; coordinate with appropriate departments to execute these ideas in a timely manner
  - Ensure new web content (web stories, press releases, etc.) is posted in a timely manner
  - Design and post new campaigns pages, donation landing pages, online actions and/or campaign hub sites, as needed; monitor and report on user / supporter engagement
  - Report on dashboard learnings for optimization of visitor experience, monitor bounce rates and suggest content improvement
- Lead public mobilization efforts to acquire new supporters and create a movement of people who can take meaningful action and actively speak out on World Animal Protection's behalf (includes organic and paid activity). Provide ROAS reports on paid and recommend future adaptations

- In partnership with the Development team, manage World Animal Protection US e-communications and supporter journeys using an integrated calendar :
  - Based on supporter segmentation analysis, develop and implement supporter journeys that engage supporters and convert them to donors
  - Manage execution of communication and campaign supporter emails, including monthly e-newsletters, action alerts, and news alerts; and support the development and execution of fundraising emails, e-appeals and welcome series to new supporters
- In partnership with the Communications Manager, leverage media and high-profile relationships on online channels, and ensure all print publications are optimized and available for online use
- Participate in digital pilots with the goal of understanding and growing our supporter base, converting supporters to donors, and increasing testing and reporting to develop best practices that can be replicated across the organization
- Work with digital agencies to deliver digital projects and solutions
- Manage the digital and public mobilization budget; coordinate all expenses and invoicing with vendors
- Train additional World Animal Protection employees in key digital software, depending on their department/needs
- Provide the Marketing and Communications Director with weekly performance metrics and analysis, and the International office with quarterly KPI's.

### **Finance**

- Oversee the development of the department's budget in liaison with the Finance team.
- Take overall responsibility for the effective and efficient management of delegated budget in accordance with World Animal Protection's financial procedures and local governance regulations

### **Organizational 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 organizations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organizational 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 organization 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*

- Bachelor's Degree
- At least five (5) years of experience with digital marketing, database management and graphic design
- Ability to write compellingly for the web, social networks and other digital media
- Experience with SEO/online optimization
- Experience in digital creation and editing (graphics, images, etc.)
- An ability to manage projects from start to finish, including ongoing analysis of impact and results
- Must be able to work as a team, as well as independently
- Must be proactive, well-organized and able to multitask

### *Qualifications*

- Experience in Drupal, Blackbaud Luminator, Marketo, Wordpress, Google Analytics, Google Display and Adwords, Hootsuite
- Proficiency in HTML/CSS
- Proficiency in website and social media management
- Proficiency in email marketing including campaigns, dynamic content and automation on a variety of ESPs
- Proficiency in Adobe Creative Suite
- Proficiency in CRM and its integration with email marketing

### *Desirable*

- Experience in basic programming preferred

Last reviewed/updated: 2-19-20

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\*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.

<sup>1</sup>A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organizational 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 organizational activity within a country or location, providing information and input to global strategy and directions as required.