Role Profile

Role Title: Digital Content Manager
Responsible to: Head of Marketing

Directorate: Membership and Commercial
Responsible for: N/A

Purpose of Role:

- Responsible for leading the strategy for and managing all of BVA’s digital content and communications, including the website, email, social, and blogs
- Leading all digital content initiatives across multiple channels and formats to drive member engagement, recruitment and retention
- Ensure a consistent digital voice in BVA’s communications, and to build brand awareness among key target audiences

Key Responsibilities:

- Create and manage the implementation of all BVA’s digital content and communications
- Manage content creation, copyedit, proofread and revise digital communications, including email, blogs, social, and video
- Develop and implement an online digital communications strategy to drive traffic to the website and raise BVA’s profile
- Manage and maximise the effectiveness of BVA’s presence on social media day to day (Facebook, LinkedIn, and Instagram), including writing, posting content, analysing results, and creating a social media strategy in consultation with colleagues and under supervision of Head of Marketing.
- Lead the weekly content meetings and manage the content calendar working with cross-departmental teams to maintain and develop the prioritisation of content output
- Create and send all email marketing campaigns and analyse results, leading and maximising effectiveness of BVA’s email marketing strategy and techniques
- Work closely with colleagues to ensure all BVA content is marketed across appropriate channels including web, email and social media platforms
- Manage BVA’s website to ensure maximum effectiveness through content creation and layout, including managing SEM, SEO, and digital advertising activities (with technical support provided by Head of Technology and Data)
- Manage and provide expert advice in the filming and editing for video content
- Provide ad hoc support to the Animal Welfare Foundation (AWF), BVA’s charitable arm.
- Manage the analysis and metrics in Google Analytics and other tools to measure the performance of engagement initiatives
- Track and analyse all channels and adjust to optimise performance
• Maintain consistent messaging across the BVA brand across all digital channels
• Keep up to date with emerging digital content marketing techniques and technologies, and ensure we maximise these in our digital content and communications
• Work collaboratively with key stakeholders and digital agencies, including troubleshooting and problem management

People:
• Develop and maintain close relationships with colleagues across BVA and its partners, consulting with them on digital activities where necessary
• Work closely with Head of Technology and Data, who will provide technical support
• Work with the digital agency to ensure technology is leveraged to its full potential
• Provide expert support and training to colleagues

Initiative and innovation:
• Reviewing current online communications, leading and reviewing strategy and proposing new ideas where appropriate
• Maintaining an active understanding and interest in the professional and political environment in which the BVA works to identify new content marketing opportunities
• Be a digital role model and encourage personal leadership and a positive digital culture

Knowledge, skills and expertise:

Technical
• Expert knowledge of digital marketing strategy and tactics
• Experience of Content Management Systems and email marketing solutions (dotdigital desirable)
• Experience of using social media platforms and management dashboards such as Hootsuite
• Knowledge of SEO and SEM
• Experience in filming and editing for video
• Excellent written and oral communication skills, including writing for the web, copy editing skills and excellent attention to detail
• Proven experience of working with external agencies and stakeholders
• Proficiency with graphics packages (Photoshop desirable)
• Knowledge of online design principles, UI and use cases and the role of content in these activities
• Knowledge of HTML (desirable but not essential)

Behavioural:
• Excellent interpersonal skills
• Strong organisational skills, including the ability to prioritise and work to strict deadlines
• Significant team working abilities
• Experience of working for a membership organisation or a similar organisation desirable