Role Profile: Digital Content Manager

Role title: Digital Content Manager

Responsible to: Head of Marketing and Events

Team: Marketing and Events

Purpose of Role:

- Responsible for the strategic development and tactical management of all BVA’s digital content and communications, including the website, email, and social channels
- Lead all digital content initiatives across multiple channels and formats to drive member engagement, recruitment and retention, and support BVA’s campaigns
- Ensure a consistent digital voice in BVA’s communications, and build brand awareness among key target audiences

Key Responsibilities:

Digital content strategy

- Create and manage the implementation of all BVA’s digital content and communications by building relationships with teams and colleagues across BVA and working with them to understand their objectives and develop timely and relevant digital content
- Manage content creation, copyedit, proofread, and revise digital communications, including email, blogs, social, and video
- Develop and implement the digital aspect of the BVA communications strategy to drive traffic to the website, engage members with our work and raise BVA’s profile with key audiences
- Lead the weekly content meetings and manage the content calendar working with cross-departmental teams to maintain and develop the prioritisation of content output
- Work closely with colleagues to ensure all BVA content is marketed across appropriate channels including web, email, and social media platforms
- Manage and provide expert advice in the filming and editing of video content, including the management of external agencies and freelancers as required
- Provide ad hoc support to the Animal Welfare Foundation (AWF), BVA’s charitable arm.
- Maintain consistency in BVA’s tone of voice, brand guidelines, and values 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 issues management
- Supporting BVA’s events team in promoting events and providing digital support at events
**Social media**

- Manage and maximise the effectiveness of BVA’s presence on social media day to day (Facebook, LinkedIn, and Instagram), including writing and posting content, analysing results and advising on improving engagement with key audiences
- Work closely with the media team to ensure integration with Twitter content
- Lead on the implementation of BVA’s social media strategy in consultation with colleagues and under supervision of Head of marketing and events

**Email marketing**

- Create and send email marketing campaigns, analyse results and use these to drive increased engagement
- Lead on and maximise effectiveness of BVA’s email marketing strategy and techniques
- Work closely with colleagues responsible for data protection to ensure data is handled appropriately

**Website management**

- 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)
- Ensure best practice in accessible design and user experience are in place across BVA’s web platforms
- Manage the analysis, metrics, and reporting in Google Analytics and other tools to measure the performance of engagement initiatives and communicate these to stakeholders across the organisation
- Track and analyse all channels and adjust to optimise performance

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**People:**

- Direct line management of the Marketing and Digital Officer

**Knowledge, skills, and expertise:**

**Essential**

- Excellent communication and relationship building skills
- 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
- Experience of using digital advertising (social media, Google Display Network desirable)
- 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
- Proficiency with graphics software (Photoshop desirable)
- Proactive approach
- Strong organisational skills, including the ability to prioritise and work to strict deadlines
Significant team working abilities

Desirable

- Experience of working with external agencies and stakeholders
- Knowledge of online design principles, UX and use cases and the role of content in these activities
- Knowledge of HTML (desirable but not essential)
- Management experience
- Experience of working for a membership organisation or a similar organisation