

## Role Profile: Digital Marketing Manager

<b>Role title:</b> Digital Marketing Manager	<b>Responsible to:</b> Head of Marketing and Events
<b>Team:</b> Marketing and Events	<b>Direct report:</b> 1x Marketing and Digital Officer
<p><b>Purpose of Role:</b></p> <p>The purpose of this role is to lead the strategic development and effective delivery of all digital marketing across BVA's key channels, including the website, email, and social media. This position plays a central role in driving member engagement, recruitment, and retention through the creation and management of compelling, high-quality digital content.</p> <p>As a key contributor to BVA's digital transformation, the role will play a pivotal role in the redevelopment of the organisation's website, ensuring it meets the evolving needs of members and reflects best practice in digital user experience. The postholder will also lead the planning and execution of targeted marketing strategies and campaigns, providing data-driven insights and recommendations to optimise performance, enhance engagement, and support the achievement of organisational KPIs.</p>	
<p><b>Key Responsibilities:</b></p> <p><b>Campaigns and content</b></p> <ul style="list-style-type: none"> <li>• Create, implement and drive creative marketing campaigns designed to meet engagement, participation, lead generation, income, and reach targets across our range of products, services, and member benefits.</li> <li>• Work closely with key internal stakeholders - in particular the policy and communications teams - to ensure our campaigns are built on best practice and insight, and support and champion the whole UK veterinary profession, and animal welfare.</li> <li>• Develop and deliver a clear, impactful content strategy that ensures high-quality, engaging digital content across all channels - effectively showcasing BVA's work and impact, and strengthening its connection with key audiences.</li> <li>• Work collaboratively with internal teams and external agencies to create compelling content that aligns with BVA's vision, mission, and tone of voice, allowing us to highlight our influence and impact while promoting the value of membership.</li> <li>• Drive member acquisition and retention by supporting targeted campaigns that are informed by audience insights, while proactively testing and refining new approaches to boost engagement and achieve growth targets.</li> <li>• Collaborate with partner organisations to develop and deliver joint marketing plans that effectively promote exclusive and discounted member benefits, ensuring strong, productive relationships that enhance the overall member value proposition.</li> </ul>	

### **Website development and management**

- Play a strategic role in BVA's digital transformation through the redevelopment and ongoing optimisation of its website. Ensure enhancements are insight-led and data-informed, significantly improving user experience and meeting the evolving needs of members and stakeholders.
- Oversee the end-to-end management of BVA's website, including content strategy, layout optimisation, and performance-driven implementation of SEO, SEM, and digital advertising initiatives. Ensure content is impactful, accessible, and aligned with BVA's wider digital and engagement objectives.
- Champion best practice in accessibility, usability, and responsive design, ensuring all web platforms deliver a seamless, inclusive experience for users across all devices.

### **Data and insight**

- Drive data-led decision making through marketing analytics tools including GA4 and Google Ads.
- Provide ongoing analysis of campaign performance to optimise activity to achieve best results and meet targets, offering actionable insights and data-driven recommendations to improve engagement and participation.

### **Team and development**

- Provide inspiring leadership and day-to-day support to one marketing officer, while actively contributing to a collaborative, high-performing marketing and events team known for its creativity, reliability, and impact.
- Keep up to date with emerging marketing techniques and technologies and ensure BVA maximises these in its content, campaigns, and communications.

### **Additional duties**

- Bring expertise to new projects to help shape new products and initiatives to ensure commercial potential and clear value proposition.
- Provide ad hoc support to the Animal Welfare Foundation (AWF), BVA's charitable arm.
- Attend BVA's events, providing digital support on site.

## **Person specification**

### **Knowledge, skills, and expertise**

#### **Essential**

- Senior experience of delivering successful, strategic direct marketing campaigns in a membership, charity or NfP environment, generating engagement and participation, and meeting growth targets.
- Demonstrable experience of working with digital marketing tools and platforms, including social media, email marketing, CRM and content management systems. Umbraco, Preside, Dot Digital and Microsoft Dynamics an advantage.

- Excellent organisational skills with the ability to manage multiple campaigns simultaneously, ensuring they are delivered on time and in budget.
- Experience of line management and developing and coaching team members.
- Experience of overseeing content creation across written copy, digital assets and branded assets.
- Track record of using data and insight to understand efficacy of channels and guide marketing activities.
- Experience of agency, freelancer and supplier management, including the ability to brief and on-board new suppliers.
- Good working knowledge of SEO and SEM, and digital advertising platforms.
- Ability to build strong and effective working relationships internally and externally.
- Creative, with the ability to initiate and develop ideas
- Committed to our mission effectively represent, support and champion the whole UK veterinary profession.

**Desirable**

- Experience in filming and editing for video.
- Knowledge of online design principles, UX and use cases and the role of content in these activities.
- Experience of playing a key role in a large digital transformation project.
- Experience of working for a membership organisation or a similar organisation.