



Position: Digital Marketing Professional

Position: Full Time

Salary: Competitive

The British Deer Society (BDS)

A charity for over fifty years, BDS operates throughout the UK leading the field promoting deer education, research and management best practice to ensure a healthy and sustainable deer population in balance with the environment. BDS connects with government bodies, NGOs, countryside and welfare organisations, a wide cross section of the deer sector, the media and general public.

With over 6000 members and supporters, BDS has a network of UK branches, lively volunteer run hubs for those interested in deer, arranging local events and activities for deer enthusiasts.

The BDS publishes Deer, the only UK magazine focusing completely on deer. We also produce Digital Deer, an online mix of news and articles; have an information packed educational website with a range of courses and online shop; plus we are highly active on social media through Facebook and Twitter.

The Society's offices are in Fordingbridge, Hampshire on the edge of the New Forest with its unparalleled wildlife, ancient woodland and heathland plus endless opportunities for walking, riding, biking, camping, trailing, nature watching and photography. 20 miles to the South lies the Dorset coastline with its glorious beaches and havens, a paradise for sailors and water sports enthusiasts.

Position

As part of its planned strategy, BDS wants to build on existing communication strands and appoint a Digital Marketing Professional capable in due course of being responsible for launching a new digital platform for all areas of outreach. It is envisaged that the platform will host wide-ranging information including digital publications, instructional videos, educational material, technical surveys, blogs and members' portal expanding on the existing medium to encourage increased interaction with members and the wider public. The requirement is to engage further with a wide audience (beyond our membership) with an interest in deer.

The British Deer Society is currently looking for an experienced and highly capable Digital Marketing Professional able to implement the strategy in conjunction with developing, implementing, tracking and optimizing our marketing campaigns across all digital channels. This is a management role within a dedicated team, reporting to the General Manager. You should have a passion for the welfare of deer and their natural habitat.

You will need a strong grasp of current communications and media, marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. The successful candidate will work with the General Manager and team to support the BDS and affiliate businesses to progress the strategy and to launch campaigns on time and on budget.

Digital competence

Responsibilities

- Manage the design and build of a new digital platform.
- Generate new pipelines of high quality inbound membership prospects.
- Plan and execute all digital marketing, including SEO, marketing CRM, email, social media and display advertising campaigns.
- Maintain and build on our existing social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals, key performance indicators (KPIs).
- Identify trends and insights, and optimise time and performance based on these analytics. Create new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests (A/B testing).
- Collaborate with internal funded teams to keep the website up to date and offer suggestions for improvement.
- Identify, research and create new blog posts. Analyse traffic and grow our database accordingly.
- Create lead flows and workflows in the CRM to optimise inbound leads. Understand and comply with the requirements of GDPR.
- Evaluate emerging technologies. Provide thought leadership and insights.

Requirements

- Strong communication, presentation and written skills.
- Clear understanding and practical experience of leading edge technology.
- Proven working experience in digital marketing.
- Demonstrable experience leading and managing SEO, CRMs, email and social media.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Experience with A/B and multivariate experiments.

- Knowledge of website analytic tools (Google Analytics, WebTrends).
- Experience with social media inspired design software (Adobe Spark, OntraPages, Canva etc.).
- Experience of setting up and optimizing Google Adwords campaigns.
- Basic knowledge of HTML, CSS.
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practice in online marketing and measurement.
- Video editing skills in FCP, Avid or Adobe Premier would be an advantage.

Terms and Conditions

The role is full time permanent and will be based at the Society's Fordingbridge, Hampshire office.

The salary will be dependent on qualifications and experience and include pension and travel insurance.

The post is based on a working week of 37.5 hours primarily within normal office hours with weekend monitoring and light work of the digital strategy required.

Applications

Please apply sending a full CV and covering letter detailing your suitability for the role to the General Manager, The British Deer Society, The Walled Garden, Burgate Manor, Fordingbridge, SP6 1EF.
Email h.q@bds.org.uk

Closing date for applications is 5th October. Interviews will be held on 24th October in either Swindon or Oxford (venue TBA).