

Digital Manager

Deadline: ASAP

Hours: 35

Posted: 21/03/2022 12:26

Salary: £36,691 per annum

Location: London

Level: 6

Benefits: Variety of benefits including up to 10% contributory pension

Job Type: Permanent, full time

Application: Send your CV to tim@bamboofundraising.co.uk

The Fairtrade Foundation is recruiting for a Digital Manager to support and facilitate the growth and development of the Fairtrade Foundation's impact through its online presence.

The role involves managing the main corporate website and associated content, working closely with the Social Media Manager and others across the organisation to ensure relevant and high quality digital output.

The Digital Manager plays a key part in the Public Engagement Directorate, bringing digital expertise and innovative ideas, managing digital agencies and individual service providers; owning the website house guidelines, and sharing insights and tactics to assist us in engaging more effectively with our public and B2B audiences through digital channels.

You'll need to have experience managing a website for a public facing organisation, be full of ideas and passion for innovative digital content, have a very keen eye for detail and strong writing skills.

You'll understand the importance and technicalities of SEO, tracking and analytics and have thorough experience of using a CMS, ideally WordPress. If you have experience of photo and video editing, that's a great addition, but it's not essential.

This role reports into the Senior Digital Manager and is part of the Media and Communications Team. We are currently working in a hybrid set-up with the option to work from home or in the office. Occasional working in the office will be required.

Fairtrade is a movement for change that works directly with businesses, consumers and campaigners to make trade deliver for farmers and workers. It has a strong and active presence in the UK, represented by the Fairtrade Foundation.

The international Fairtrade system (of which the Fairtrade Foundation is a member) works on behalf of farmers and workers to drive sustainable livelihoods, empower producers and workers, and make trade fair.

The Fairtrade Foundation is an equal opportunities employer, offers flexible working and welcomes applications from all sections of the community.

We particularly welcome applications from candidates with ethnically diverse backgrounds, LGBTQ+ candidates and from candidates with disabilities, because we would like to increase the representation of these groups at this level. We want to do this because we know greater diversity will lead to greater results for producers and farmers around the world.

Interviews will take place (20, 21 or 22) April 2022

Contract: Permanent. Full time

Job Title: Digital Manager

Reports to: Senior Digital Manager

Staff Reporting: Occasional Volunteer management

Based at: 5.7 The Loom, 14 Gower's Walk, London, E1 8PY (Current remote working)

Salary: £36,691 year

Level: Grade 6

Date updated: February 2022

Background

Fairtrade is a movement for change that works directly with businesses, consumers and campaigners to make trade deliver for farmers and workers.

Fairtrade is a global movement with a strong and active presence in the UK, represented by the Fairtrade Foundation.

The international Fairtrade system (of which the Fairtrade Foundation is a member) works on behalf of farmers and workers to drive sustainable livelihoods, empower producers and workers, and make trade fair.

The Fairtrade Foundation is an independent non-profit organisation that focuses on four key areas of work in the UK:

- We partner with businesses to certify their supply chains according to Fairtrade's independent, producer/worker focused standards, and to enable increased investment in producer and worker led development plans. This includes licensing the use of the FAIRTRADE Mark on products.**
- We grow demand for Fairtrade products by connecting producers and workers with retailers and branded businesses in the UK, and helping to strengthen supply chain relationships that are fairer and more equitable.**
- We work with commercial and donor partners to develop programmes and services that support producers and workers to achieve their development goals.**
- We campaign to raise awareness of the need for Fairtrade amongst the public and with policy makers, supporting the grassroots Fairtrade movement to call for fairer trade.**

The hundreds of Fairtrade Towns, Faith Groups, Schools and Universities and committed supporters are vital in helping us realise our vision of fair trade.

In the UK, the Fairtrade Foundation employs around one hundred staff across Commercial, Public Engagement and Impact Directorates, and in Finance, IT & Data, Legal, Facilities & HR teams.

What we are looking for?

We have recently embarked on a multi-year process across the whole of the Fairtrade Global System to define and design a new 5-year strategy (2021 to 2025). A strategy which meets the challenges being presented to markets and producers, as well as seizing the opportunities our ever evolving world provides. Our primary focus remains achieving decent & sustainable livelihoods for producers. Key requirements for us to be successful over this next strategic period will be to further champion progress in Living Income and Living Wages, to grow the volumes of products sold on Fairtrade terms and to further organisations to become more resilient in a fast changing environment (including climate resilience & adaptation).

We are looking for an experienced Digital Manager to join the Digital Team. The team sits in the Media and Communications Team which is part of the Public Engagement Directorate. This department inspires and enables supporters of Fairtrade (both public and commercial) to take action through a range of channels and campaigns.

The aim of this role is to support and facilitate the growth and development of the Fairtrade Foundation's impact through our online presence. The role involves managing the main corporate website and associated content, working closely with the Social Media Manager and others across the organisation to ensure relevant and high quality digital output. The Digital Manager plays a key part in the Public Engagement Directorate, bringing digital expertise and innovative ideas, managing digital agencies and individual service providers; owning the website house guidelines, and sharing insights and tactics to assist us in engaging more effectively with our public and B2B audiences through digital channels.

The role is key to achieving the Foundation's business objectives, helping to grow support for the Fairtrade movement and purchase of Fairtrade products.

Key Tasks

1. Manage, maintain and regularly update the corporate website, www.fairtrade.org.uk, keeping it fresh, dynamic and relevant in line with the internal comms plans and the comms calendar. Managing internal and external requests relating to the website, suggesting alternative approaches when necessary, in line with business objectives, web accessibility, usability and user journey. Training and supporting staff to use the CMS (WordPress), ensuring quality control and owning the website house guidelines.
2. Collaborate and work closely with media and press officers to identify opportunities to amplify the cause through digital comms channels, such as blogger outreach, partnerships and collaborations.

3. Determine appropriate content for the Foundation's website and other digital channels, based on the work of internal teams along with trends, analysis and insights, campaigns and stakeholder requirements.
4. Create, edit and source written and visual content for the website in line with the Fairtrade Foundation's brand guidelines and values, including but not limited to video, infographics and news articles.
5. Own and manage the Fairtrade Blog, curating and creating relevant, high-quality content, working with teams across the organisation, briefing, advising, scheduling and promoting content. Coming up with ideas, reviewing, reporting and sharing insights for constant improvement and growth of the Fairtrade Blog.
6. Own and lead the Fairtrade Foundation website strategy, defining goals and benchmarks, and highlighting opportunities and challenges, growing our audiences and cementing the website as a leader in its field
7. Regularly monitor and evaluate our digital channels to collate information on performance, produce statistical reports using a variety of analytics tools and suggest ideas to improve content and conversion, setting performance metrics and benchmarks.
8. Monitor, adjust and administer Pay Per Click campaigns across platforms such as Google AdWords.
9. Review and improve on-page and on-site SEO, using tools such as SEMrush.
10. Monitor and analyse competitor digital activity, evaluating areas of learning and making recommendations for improvement.
11. Liaise with our international partners and other markets to share digital best practice and ways of working.
12. Solutions-focused creative thinking, influencing the wider organisation through presentation and workshops, sharing ideas and expertise.
13. Manage volunteers, including on-boarding, training and support as well as line management responsibility.
14. Support the Senior Digital Manager and work with the Social Media Manager to produce digital campaigns that integrate with major public campaigns such as Fairtrade Fortnight.
15. Some out of hours working during major campaigns and ad hoc situations (time can be claimed back through the TOIL process)

Review Arrangements

The details contained in the Job Description reflect the content of the job at the date the job description was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, the Fairtrade Foundation will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

Person Specification

Job Title: Digital Manager	
Education/ Training	<ol style="list-style-type: none"> 1. Marketing or Digital Marketing qualification (D) 2. Adwords/PPC training (D) 3. Social Media training (D)

	<p>4. Picture editing and/or video editing training (D)</p>
<p>Experience</p>	<ul style="list-style-type: none"> • Relevant experience, including managing a website for a public facing organisation (E) • Experience working with stakeholders, understanding requirements, creating solutions, communicating to all levels of the business (E) • Experience working independently and collaboratively on several projects concurrently, with tight deadlines and budget limitations. Managing workload and competing priorities (E) • Proven written communication skills and knowledge of writing for the web and different audiences, with the ability to translate complex information and ideas into simple and compelling end user messages and digital content (E) • Meticulous attention to detail (E) • Good understanding of user experience principles, web accessibility and best practice (E) • Experience of campaign and/or project management (E) • Experience of managing people (preferable but not essential)
<p>Knowledge/ Technical Skills</p>	<ul style="list-style-type: none"> • Extensive CMS experience, preferably WordPress (E) • Good understanding of SEO and tools such as SEMrush (E) • Good working knowledge and technical understanding of digital reporting/tracking tools including Google Analytics and Tag Manager • Up to date knowledge of digital trends within the charity sector and/or digital marketing (E) • Experience of PPC platforms such as Google Adwords, Facebook Ad Manager (D) • Good working knowledge of Photoshop and the ability to edit and resize images (E) • Good knowledge of video editing software such as Premiere Pro (D) • Basic knowledge of and ability to edit HTML (D) • A basic understanding of website hosting and data protection issues (D) • Additional languages (D)
<p>Competencies/ behaviours</p>	<ol style="list-style-type: none"> 1. Passionate Commitment - having passion, dedication and proactively showing support for the work of the Foundation. Contributing to a positive internal atmosphere and external perception of the Foundation. 2. Embracing Change - flexibility and responsiveness to changing needs. It is about innovating, doing something new or differently. It also involves welcoming creative ideas and solutions. 3. Working with Integrity - using a principled approach for every decision and action. Choosing to do the right thing even when it is difficult. 4. Leadership - taking a leadership role regardless of your rank within the hierarchy. It involves acting with the Foundation's vision in mind, being decisive and working for the good of the entire organisation and its mission.

	<p>5. Teamwork - working in a way which acknowledges the interdependence of people in your team and other teams. It is also about effective cross-team project working.</p> <p>6. Positive relationships - fostering and maintaining constructive and professional relationships with colleagues and external stakeholders.</p> <p>Delivering results - achieving a high quantity of measurable results whilst maintaining, or even raising, quality of work.</p> <p>1. Managing resources responsibly - managing the Foundation's resources well. It involves negotiating best value for the Foundation and ensuring the longevity of the organisation.</p> <p>2. Information and Knowledge management - working in a way that values the gathering, management and sharing of information (facts and data) and knowledge (understanding gained through experience) of benefit to the Foundation.</p>
<p>Organisational Commitment</p>	<p>1. Knowledge of and commitment to Fairtrade, our values and development issues (E)</p> <p>2. We want everyone to be ambassadors for the organisation and encourage staff & volunteers to speak at events which on occasion might be during evenings and weekends (E)</p> <p>3. Commitment to our values: Accountability, Integrity, Respect and Partnership (E)</p> <p>4. At Fairtrade we are committed to the safeguarding and protection of children & vulnerable adults in our work. We will do everything possible to ensure that only those who are suitable to work within this environment are recruited to work for us (E)</p>

* E = Essential D = Desirable