Job Description

Digital Communications Executive

Grade: 8

Directorate: Fundraising, Marketing and Communications **Location:** Slimbridge Wetland Centre

Reporting to: Head of Marketing and Communication Technologies

Main function of post: The Digital Communications Executive is responsible for delivering and developing WWT's digital communications channels, including the website, email marketing and intranets. Working collaboratively with colleagues across communications, marketing and fundraising, the role provides specialist digital expertise to ensure content, platforms and systems are effective, user-focused and support WWT's objectives for engagement, visitor recruitment and income generation.

Supervisory responsibilities: External agencies and freelancers

Responsibilities of the post

Digital communications

1. Deliver content across WWT's website and email channels that raises the profile of wetlands and WWT, supports visitor engagement and income generation, and delivers against organisational objectives.
2. Provide expert digital communications support to communications, marketing and fundraising colleagues, ensuring website content is well structured, accessible, user-focused and optimised for performance.
3. Work with communications, marketing and fundraising teams to plan, build, test and deliver email marketing campaigns, providing technical expertise and ensuring communications follow best practice.
4. Support the Head of Marketing and Communication Technologies in the development and continuous improvement of WWT's digital communications platforms and systems, ensuring they are reliable, user-centred, integrated with supporter systems and meet organisational needs.

5. Manage the day-to-day development and maintenance of WWT's staff and volunteer intranets, working with colleagues across the organisation to support engaging and effective internal communications.
6. Provide digital support to visitor marketing functions, working with site marketing teams on website content, email marketing and ticketing systems to help deliver drive visitors to wetland sites.
7. Develop colleagues' confidence and capability in using WWT's digital communications platforms by providing guidance, training, documentation and ongoing support.

Working relationships and resources

8. Build and maintain effective working relationships with staff and volunteers across WWT, providing expert digital support to help teams deliver effective internal and external communications.
9. Manage relationships with external suppliers and agencies, coordinating digital development work and ensuring projects are delivered to agreed standards, timescales and budgets.
10. Manage the department's software and digital tools budget, monitoring expenditure and ensuring value for money.

Organisational responsibilities

11. Support the Head of Digital Communications & Data Analytics with the strategic development and smooth running of the department and the wider directorate as appropriate.
12. Ensure full compliance with WWT Data Protection policy, GDPR, and Fundraising regulations in all systems, processes, and technology initiatives.
13. Operate in line with WWT health and safety policies, embedding the health, safety, and wellbeing of self and others as a fundamental aspect of day-to-day working practices.
14. Support delivery of the WWT Sustainability Statement by minimising environmental impact and embedding sustainable ways of working within all areas of responsibility.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: April 2017 **Date amended:** August 2026

Person specification

1. Qualifications

Essential
- Degree or equivalent professional qualification in digital communications, marketing, web technologies or a related discipline.

Desirable
- Professional qualification or training in digital marketing, web content or email marketing.

2. Experience

Essential
- Significant experience in a digital communications, digital marketing or web content role.
- Experience of planning, publishing and maintaining content using one or more content management systems (CMS).
- Experience of using email marketing platforms to build, test and deliver email campaigns.
- Experience of creating digital content that supports customer or supporter journeys and organisational objectives.
- Experience of creating accessible and inclusive digital communications, with a good understanding of accessibility standards and best practice for web and email content.
- Good understanding of website usability, SEO, user experience and digital content best practice.
- Experience of using web and email analytics to monitor performance and inform continuous improvement.
- Experience of using image editing software (e.g. Adobe Photoshop) to prepare digital assets.
- Working knowledge of HTML and CSS sufficient to edit web content and email templates.
- Experience of using digital platforms and systems to solve practical business problems and improve user experience.
- Experience of managing small budgets or monitoring expenditure.
- Experience of working collaboratively across multidisciplinary teams to deliver digital projects.

Desirable
- Experience of working within the charity, conservation or environmental sector.
- Experience of using web analytics and reporting tools (e.g. Google Analytics) to evaluate and improve digital performance.
- Experience of working with CRM or supporter databases and integrated digital systems.
- Experience of managing intranet or internal communications platforms.

3. Managerial & supervisory

Essential
- Experience of coordinating digital elements of communications or marketing projects involving multiple stakeholders.
- Experience of working with external agencies or suppliers to deliver digital projects.
- Ability to manage competing priorities and deliver work to agreed timescales.

Type of staff	Number managed	Number supervised
Employed Staff	0	2
Volunteers / Casual Workers	0	0
Contractors	0	3

3. Responsibility

- Responsible for the quality and accuracy of digital communications delivered through WWT's website, email platforms and intranets.
- Responsible for delivering small-scale digital development projects.
- Responsible for managing the department's software and digital services expenditure.

Type of responsibility	Level (£'s)
Expenditure (exc. payroll)	£25,000 - £35,000
Cash handling	-
Assets (required for job, exc. buildings)	-
Visitors (per annum)	-

4. Creative Ability

Essential

- Excellent written, verbal and visual communication skills, with the ability to produce engaging digital content for a range of audiences.
- Strong attention to detail and commitment to producing high-quality work.
- Ability to interpret briefs and translate them into effective digital communications.
- Good organisational skills with the ability to manage multiple priorities and deadlines.
- Proactive, collaborative and solutions-focused approach to work.
- Ability to work independently while contributing effectively as part of a wider team.
- Commitment to continually developing digital skills and sharing knowledge with colleagues.

6. Contact

Essential

- Excellent interpersonal skills and the ability to build positive working relationships with colleagues, volunteers, suppliers and other stakeholders.
- Ability to explain technical concepts to non-technical audiences.
- Confidence to advise and support colleagues in the effective use of digital communications platforms.
- Professional, approachable and supporter-focused manner.

Desirable

- Experience of working with multidisciplinary teams to deliver communications or digital projects.

General notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.

The nature of this post, which encompasses access to personal data and confidential documentation, means that a high degree of personal integrity and discretion is a requirement of the post.