



**Anna Freud**

## Job Profile

<b>Job title</b>	Website and Digital Marketing Manager
<b>Reporting to</b>	Head of Brand and Marketing
<b>Employer</b>	Anna Freud
<b>Salary</b>	£50,000 FTE per annum, plus 6% contributory pension scheme
<b>Location</b>	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours, either at our London site (4-8 Rodney Street, London N1 9JH) or our Northern Hub (Huckletree, The Express Building, 9 Great Ancoats Street, Manchester M4 5AD).
<b>Working hours</b>	Full-time: 35 hours per week. Usual working hours are Monday to Friday, 09:00-17:00. Out of hours work on occasion. Flexible working is possible.
<b>Holidays</b>	27 days plus Bank Holidays FTE
<b>Term of contract</b>	Permanent

### About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

## **Purpose and overview of the role**

The Website and Digital Marketing Manager role is new to Anna Freud, supported by significant investment in digital infrastructure and marketing resource. The role reports to the Head of Brand and Marketing and sits within a newly-established Brand and Marketing team.

The post-holder will develop a unified, audience-centric approach across our websites, wider digital touchpoints and activity. They will work across three key areas: website management, digital marketing and analytics. Data and insights will be key to optimising the performance of activity and future plans. The post-holder will manage a Digital Officer in addition to external agencies and internal cross-functional teams.

The post-holder will use their digital expertise to achieve a step-change in Anna Freud's online presence.

## **Main responsibilities of the role**

### **Website:**

- In consultation with stakeholders, develop and deliver an audience-focused web development plan in support of engagement targets and income (e.g. donations/sales);
- Work with colleagues in IT, UX, project management, and an external agency to maintain functionality and deliver continuous improvement;
- Continually work towards an optimal user experience, ensuring that user testing and performance inform website structure, design, and content;
- Ensure the website is inclusive, accessible, and delivers a first-class brand experience;
- Oversee the pipeline and backlog of website development and maintenance requests, prioritising according to organisational objectives;
- Enhance website visibility and ranking through search engine optimisation (SEO);
- Work with colleagues across the Brand, Marketing and External Affairs department to ensure content and campaigns have maximum impact across the site, including landing pages as required;
- Conduct post-deployment/release checks for quality assurance;
- Save, tag and file all assets via our internal Digital Asset Management system.

### **Digital marketing:**

- Advise on the digital aspects of marketing planning, working closely with the CRM, Brand, and External Affairs teams to deliver campaigns;
- Manage digital channels (excluding social media), increasing awareness of the Anna Freud offer and driving traffic to our owned channels;
- Work with the Social Media Officer to maintain a consistent brand experience across our digital touchpoints;

- Ensure that digital creative assets are optimised for relevant channels, and briefed accordingly to colleagues and/or external agencies;
- Develop and manage content calendars to maximise cross-promotion, integrating with social media, email, wider communications programmes.

#### **Analytics and performance:**

- Introduce and deliver against targets that support organisational goals;
- Implement regular performance reporting;
- Manage the web analytics service (Google Analytics 4) and other insight tools;
- Analyse data and run tests to produce insights, using these to optimise outcomes;
- Understand and track key journeys and behaviour to inform conversion rate optimisation (CRO) priorities.

#### **Management:**

- Line manage the Digital Officer and support their professional development;
- Manage digital suppliers (e.g. web agency);
- Contribute to the development of the marketing strategy;
- Ensure your team's work supports departmental and organisational priorities;
- Oversee process development and ensure documentation is up-to-date;
- Research best practice and innovations, adapting our activity as appropriate;
- Join the Brand and Marketing management team, and collaborate across the Brand, Marketing and External Affairs department in order to build team processes, planning, culture, and maximise the impact of all audience-based programmes.

#### **All employee responsibilities:**

- Maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;
- Complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

#### **To be noted**

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the post, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

# Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview)
<b>Qualification/training, experience and/or knowledge</b>	
Planning and managing the maintenance and improvement of complex website(s) with an audience-first approach.	Application/Interview
Supporting/managing digital marketing channels and campaigns.	Application/Interview
Using insights from research and data to optimise user experience and achieve targets.	Application/Interview
Advanced performance reporting.	Application/Interview
<b>Skills and/or abilities</b>	
Digital tools, including headless content management systems (e.g. Contentful), analytics services (e.g. Google Analytics 4), online advertising platforms and HTML.	Application/Interview
Working with stakeholders to capture, prioritise and implement requirements.	Application/Interview
Line management, or evidence of coaching and supporting others to achieve objectives.	Application/Interview
Fluent English language with strong copywriting, proofreading and presenting.	Application/Interview
<b>Other requirements</b>	
Willing and able to work outside of working hours on occasion, as and when required.	Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

## Equal opportunity

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

## **Further support**

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on [recruitment@annafreud.org](mailto:recruitment@annafreud.org). We aim to provide reasonable adjustments where operationally possible for the work that we do.

## **Post-interview**

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.