

Role Profile: Web Optimisation Manager

Role updated: 04/04/2025

Department	Division	Location	Salary Band
Income and Public Engagement	Communications	UK Any	C Low
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Digital Lead		0	Team / Project Manager

Purpose

The Web Optimisation Manager drives the performance and optimisation of Christian Aid's website and microsites, ensuring the digital ecosystem effectively attracts, engages and converts supporters with a strong focus on digital fundraising performance. Combining strategic insight with hands-on delivery, the role serves as the organisation's specialist in GA4 and web performance, shaping user journeys, CRO, and navigation to support measurable growth.

Main Areas of Responsibility & Accountability

- Identify, review and optimise user journeys across Christian Aid's website and microsites, identifying barriers to acquisition, conversion and supporter engagement.
- Identify opportunities to increase digital fundraising income by improving donation journeys, campaign conversion and the scalability of income-generating digital products.
- Analyse website and campaign performance using analytics (GA4), heatmaps, session recordings and reporting tools, producing clear insights to inform improvement.
- Develop and implement structured A/B and multivariate testing plans to validate hypotheses and drive measurable performance gains.
- Deliver technical SEO improvements (crawlability, indexation, schema, site performance, etc.), alongside audits and keyword research to strengthen visibility and platform health.
- Lead tag management, server-side tagging and customer data platform integration to ensure accurate tracking and reliable performance data.
- Work closely with the Digital Development Team on new features, structural changes and CRM integration to ensure optimised user journeys.
- Collaborate with the Senior Digital Content Editor and wider teams to ensure content meets SEO requirements and supports the content roadmap.
- Build and maintain digital performance dashboards (e.g. Looker Studio), clearly communicating KPIs and actionable insights to support informed decision-making.
- Act as the organisation's specialist in web performance, sharing insight, developing optimisation hypotheses, and supporting colleagues to improve campaign and platform effectiveness.

Key Decisions

- Developed ability to contribute to the design and delivery of the digital ecosystem's strategic direction for Christian Aid, to ensure alignment with the organisation's digital strategic goals of doubling reach and deepening engagement, maximising impact and aligning with organisational values and goals.

Budgetary authority (if applicable): Website.

Problem Solving

- Developed project management skills, ability to carry out analysis of complex data.
- Developed ability to effectively interpret complex, ambiguous information, deciding on the most appropriate options.
- Developed ability to question processes and methodologies, identifying changes to enhance Christian Aid digital content and foster a culture of learning and improvement.
- Developed ability to monitor performance against set targets.
- Ability to interpret information to varied target audiences, providing user-friendly, practical outcomes.

Knowledge, Skills and Experience

Essential

- Proven experience improving digital performance across complex website ecosystems, including multiple platforms and integrated campaign journeys.
- Strong digital analytics capability, including advanced use of GA4 (funnels, segmentation and attribution analysis).
- Ability to translate complex performance data into clear insights and practical recommendations.
- Experience using behavioural insight tools (e.g. heatmaps and session recordings) to identify friction in user journeys.
- Experience designing and interpreting A/B and multivariate tests, including hypothesis development and test prioritisation.
- Strong technical SEO knowledge, including crawlability, indexation, structured data and site performance.
- Experience managing tracking implementation and tag management, with an understanding of data layers and data flows to CRM or CDP platforms.
- Experience working with developers and technical teams to deliver tracking, SEO or journey improvements.
- Experience operating within large or complex organisations, working across multiple stakeholders and priorities.
- Strong stakeholder management skills, with the ability to influence decisions across digital and non-digital teams.
- Practical experience applying GDPR and consent management to digital tracking and data collection.
- Experience using CMS platforms such as Drupal.
- Experience building performance dashboards and reporting frameworks (e.g. Looker Studio or Power BI).

Desirable

- Degree level or equivalent
- Understanding of the charity/non-profit sector

Key Interfaces

- **Internal:** Collaborates cross-organisationally with fundraising, policy, campaigns and programme colleagues providing technical expertise and professional recommendations for projects. Strong connections within the Digital Team.
- **External:** Agencies regarding digital projects, campaign analysis and insight.

- Ability to deliver informal training/upskilling of colleagues in appropriate areas of digital marketing

Travel

In Country: Occasional

Global: No travel