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 Job description

**JOB TITLE:** Senior Website and Digital Systems Officer

**TEAM:** Supporter Acquisition Team

**GROUP:** Income Generation

**LOCATION:** Stratford, London

**REPORTS TO:** Supporter Acquisition Manager

**GRADE:** 6

**SALARY:** £32,883 to £34,074

**HOURS:** 35

## Founded the same year as the United Nations 1951 Refugee Convention, the Refugee Council works with thousands of refugees and people seeking asylum in the UK each year. We provide crisis advice and practical support, help them to integrate into their new communities and offer mental health counselling to help them come to terms with the trauma so many of them have experienced. We are the only national organisation providing support to all refugee children and young people who arrive here on their own. We also advocate for refugees, call for improvements to the asylum system and ensure refugees have a stronger and more influential voice in decisions that will affect them.

## Context and Purpose of the Job

## The team

## This role sits in the Donor Development team within the Income Generation (Fundraising) Directorate. This team is responsible for finding and attracting new individual donors and supporters to Refugee Council to grow our supporter base and our income from individuals, to support our work with refugees and people seeking asylum.

## This role

With the ongoing worldwide refugee crisis, Refugee Council is needed more than ever and attracting and retaining new donors and supporters is key to our continuing growth. This role sits within the Income Generation (Fundraising) Directorate and will play a key role in supporting our growth ambitions through the website and digital systems.

We have seen rapid growth on our digital channels driving increasing traffic to Refugee Council, but our website is still relatively new with significant room for development. In this role, the Senior Website and Digital Systems Officer will lead on the maintenance, development and optimisation of our website, and support the wider organisation with their website needs. This role will also provide critical support maintaining and developing our digital systems, in particular our email marketing platform and supporter action platform.

Main Duties and Responsibilities

1. **Website management and maintenance (20% of role)**
	1. Responsible for day to day maintenance of website (WordPress) and our donation and action platform (Impact Stack), working independently and with developers to troubleshoot and bug fix.
	2. Support and maintain website integrations and payment gateways.
	3. Oversee relationships with suppliers, monitoring budgets and ensuring SLAs in place.
	4. Act as main organisation point of contact for website requests, queries and issues.
	5. Create and maintain up-to-date style guides for website, and manage process for regular content review and updates by teams.
	6. Develop and deliver website content to support public advocacy and fundraising campaigns.
2. **Website development and improvements (25% of role)**
	1. Work with the Supporter Acquisition Manager to develop and deliver website optimisation and improvement plans.
	2. Continually improve Refugee Council’s website, using best practice user experience and content design principles.
	3. Implement and improve tracking to assess website performance including use of Google Analytics, Hotjar, survey tools and other tools.
	4. Conduct monitoring, analysis, testing and optimisation of website to improve performance and user experience.
	5. Map and refine supporter journeys, including donation journeys, using survey tools, A/B testing and analytics.
	6. Work with key members of the fundraising and advocacy teams to ensure high-traffic and transactional areas of the site are optimised appropriately.
	7. Identify and implement SEO strategy to support organisation objectives.
3. **Cross-organisation website support (30% of role)**
	1. Develop and deliver training to staff across the organisation so that they can create and manage their own web content.
	2. Manage and curate relationships with colleagues across the organisation to deliver website support and meet team website needs.
	3. Support teams with their technical website issues and queries, working with the developer where needed to resolve issues.
	4. Manage a pipeline of website support jobs, negotiating and managing work plans sensitive to differing team needs, priorities, available resourcing and organisational objectives.
	5. Develop, communicate and embed processes and policies for teams working with the website and briefing website jobs.
	6. Act as a brand guardian, ensuring consistency of visual style and messaging across the website and by supporting others in developing content.
	7. Collect requirements from stakeholders and implement improvement projects to ensure the website meets the needs of the organisation.
4. **Email platform management (15% of role)**
	1. Develop and deliver regular data processes and checks to ensure tags, APIs and automations are all operating as they should be and that supporter data is kept up to date on the system.
	2. Be responsible for setting out clear data and tag management processes for Mailchimp, briefing users to follow processes and checking processes are followed.
	3. Support team members with complex Mailchimp selections or data queries.
	4. Support the integration of Mailchimp with a new CRM, and deliver other required data exchanges in the transition period.
	5. Independently and working with suppliers and consultants, troubleshoot and bug fix Mailchimp related issues.
5. **Security and compliance**
	1. Be responsible for identifying key security risks for the organisation through the website, donation and action platform, email platform and other digital marketing systems.
	2. Lead on the identification, scoping and implementation of approaches to minimise and mitigate security risks.
	3. Be responsible for ensuring all supporter data and information from the website is requested, collected and recorded accurately, consistently and in a timely manner on the database and in accordance with legislation and best practice.
	4. Develop plans and routine actions to maintain and improve security and compliance of website, and oversee their implementation.
	5. Ensure that the website, digital systems and content comply with current legislation and best practice and ensure that robust monitoring processes are in place.
	6. Keep up to date with all compliance changes within the sector – both from the ICO in terms of Data Protection as well as Fundraising Regulator Code of Conduct.
6. **Budgets and reporting**
	1. Be responsible for the digital systems budget, and conducting financial processes for digital expenditure including invoice tracking and expenditure forecasting.
	2. Build, develop and deliver regular reporting on website performance, testing and improvements.
	3. Develop and deliver monthly reporting on the website and digital system job pipeline.
7. **Internal and External Relationships**
	1. Work closely with members of our acquisition, retention and advocacy teams, and the social media group, to provide supporting website content and digital system support for their campaigns, and ensure that opportunities are identified and maximised.
	2. Develop collaborative, effective and supportive relationships with staff at all levels of seniority across the charity to support their website and digital system needs.
	3. Build strong external relationships with developers and suppliers to deliver high quality and compliant website and digital system experiences. This includes using exceptional communication, negotiation, problem solving skills as well as acting as an ambassador for Refugee Council.

Additional Information

**Health & Safety**

The post holder is responsible for:

Cooperating with the Refugee Council in delivering all legal responsibilities in respect of your own and your colleagues, volunteers, clients and others health and safety whilst at work.

Becoming familiar with the Refugee Council’s Health & Safety Policy and procedures including evacuation procedures at your workplace.

Carrying out risk assessments of your own work and especially of your own workstation to ensure that you do not expose yourself or others to unnecessary risk.

**Flexibility**

In order to deliver services effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties will, however, fall within the scope of the job, at the appropriate grade. The job description will be subject to periodic review with the post-holder to ensure it accurately reflects the duties of the job.

**Equal Opportunities Statement**

As part of its recruitment policy, the Refugee Council intends to ensure that no prospective or actual employee is discriminated against on the basis of race, sex, nationality, marital status, sexual orientation, employment status, class, disability, age, religious belief or political persuasion, or is disadvantaged by any condition or requirement which is not demonstrably justifiable.

**Working at the Refugee Council**

A commitment to the values of the Refugee Council.

**Personal Effectiveness**

With the support of their manager the post-holder will need to effectively manage their own workload and medium and long term plans and objectives.

**Flexible Working**

This job is suitable for some home working subject to prior authorisation.

(Currently full-time home working due to Covid-19).

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 Person Specification

**JOB TITLE:** Senior Website and Digital Systems Officer

## Experience

Essential

* Extensive experience in day to day management of a website including troubleshooting, bug fixing and non-technical management of back end.
* Experience managing a website task / job pipeline to support different teams and stakeholders with their website needs, issues and training.
* Experience in using data and analytics tools, including Google Analytics, to run testing and optimise website content pages, user funnels and conversions.
* Experience providing reports on website performance and digital campaigns, including data analysis and recommendations for improvement.
* Experience managing regular website security and data cleansing processes, and proactively monitoring compliance and security risks.
* Experience of sourcing, creating and optimising digital content and assets.
* Experience managing relationships and contracts with external agencies, suppliers and developers.

**Desirable**

* Experience supporting a fundraising or digital marketing team, preferably for a charity.
* Experience of using WordPress and Mailchimp is desirable.
* Experience increasing website traffic through search engine optimisation techniques

## Skills and abilities

Essential

* Effective time management skills with an ability to schedule and prioritise tasks and work to tight deadlines.
* Excellent written and verbal communication skills and the ability to present complex information to non-specialists in a clear, effective and persuasive manner.
* Able to train and support others to use digital systems and CMS functionality.
* Strong relationship building, collaboration and negotiation skills.
* Excellent demonstrable numerical and analytical skills, able to identify and assess digital KPIs and metrics.
* Able to work methodically and accurately through processes with a high attention to detail.
* Able to identify security and compliance risks, assess severity of potential impact and develop risk mitigation activities.
* Strong copywriting and proofreading skills.
* Able to work flexibly as part of a team.

Desirable:

* Skills using in-house creative tools such as Canva and Adobe Creative suite is desirable.

## **Knowledge**

Essential

* Up to date digital knowledge of tools and systems including CMS systems, email marketing software, Google Analytics and payment platforms etc.
* Understanding of content and website best practice (e.g. design and information architecture, navigation).
* Excellent understanding of web optimisation principles and customer journeys.
* Understanding of search marketing include SEO and paid search.
* Knowledge of fundraising best practice on digital channels, the Code of Fundraising Practice, and relevant laws relating to digital fundraising and marketing (UKGDPR, DPA, PECR etc).
* Understanding of and commitment to Equal Opportunities in the workplace and in service provision
* Commitment to the Refugee Council’s values and work.

Desirable:

* Knowledge of and interest in issues affecting refugees and asylum seekers is desirable.
* Understanding of basic HTML and CSS.

**DATE: MAY 2021**

***We especially welcome applications from candidates from a refugee background***