

SENIOR MARKETING MANAGER (Website Marketing)

Duration:	9 months
Salary:	circa £57,000 per annum
Job Level:	3
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic. This role involves no direct work with children
Reports to:	Senior Marketing Manager (peer management)/Head of Marketing Delivery
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

UNICEF UK delivers marketing to engage, attract and retain priority audiences through a single marketing function; the Marketing Team.

This team comprises of a diverse range of marketing skills, with special emphasis on digital, working in cross-disciplinary teams to deliver against wide range of objectives, spanning every stage of our supporters' journeys, from initial brand awareness through to leaving a gift in a will.

The Marketing Team sits within the Public Engagement Directorate at UNICEF UK. This Directorate has an ambitious strategy to maximise the amount of income, influence and impact we deliver for children. The post of Senior Marketing Manager plays a crucial role in helping us reach our ambitious targets.

ABOUT THE ROLE

The Senior Marketing Manager (Website Marketing) will play a leading role in our web multi-disciplinary teams achieving their objectives in line with our Public Engagement strategy. You will ensure your project team places audience insight at the heart of their deliverables and that they are high-performing, learning and improving. As required, you will manage spend and income budgets, objective-setting and reporting, and communicate effectively with other teams and the Marketing Heads.

Our website, Unicef.org.uk, generates multi-million pounds of income annually. You will be responsible for leading the strategy, execution and optimisation of our online presence, ensuring our website delivers exceptional user experiences, drives engagement and supports brand growth.

As required by the Head of Marketing Delivery, you may take on responsibility for direct line management responsibility of up to six marketing roles ensuring that their performance objectives, development opportunities and wellbeing are prioritised.

What we will expect you to achieve

- Develop and implement a comprehensive website marketing strategy aligned with overall business goals.
- Oversee website content creation, management, and optimisation to enhance user experience and search engine performance.
- Lead the governance process for the site including training for devolved users across the organisation.
- Build effective working relationships with agency partners, including web developers to deliver marketing outcomes and improvements to site layout, functionality, and user experience.
- Maintain platforms and tools relevant to your specialist area, establish frameworks and governance that enable Marketing teams to deliver effective marketing and drive continuous improvement.
- Lead A/B testing, conversion rate optimisation (CRO), and personalisation initiatives to maximise engagement and conversions.
- Manage website SEO, including keyword research, AI strategies, and link-building strategies.
- Ensure all marketing activity is delivering against pre-agreed objectives through excellent supporter experiences and with complete confidence in compliant data management and fundraising quality.
- Support teams to plan effective marketing activity and projects for your specialist area, providing informed recommendations and ensuring teams are supported to deliver effective marketing activity
- Engage and collaborate across the organisation to ensure marketing objectives are achieved - including with colleagues in Information, Partnerships and Philanthropy.
- Lead a multi-disciplinary project team, with members from across the Public Engagement Directorate. This role will have day-to-day operational autonomy, with clear and regular reporting to the project sponsor for the specific project outcome.
- Prepare and present regular reports to senior stakeholders on website performance and marketing ROI.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential

Effective behaviours

Supporter driven and mission aligned:

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child
- Uses in-depth knowledge of supporters, the market and the charity sector to predict future trends that impact upon supporters and their support

Communication:

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support. Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity

Good management:

- Uses a flexible management approach: coaching, supporting or guiding for best results
- Encourages a supportive and positive working environment where questions/opinions can be expressed appropriately

Efficiency and effectiveness:

- Systematically plans projects to maximise performance and cost-effectiveness

Creating and innovating:

- Contributes ideas, approaches and insights that enable innovation. Scans the external environment for trends, insights, ideas and best practice

Relevant experience

- Proven track record of developing, executing and managing insight-led successful website marketing strategies.
- Strong project management and leadership skills, with experience managing multi-disciplinary teams.
- Experience of managing effective performance of colleagues, including setting objectives and clear expectations, and supporting and motivating a team and individuals to deliver to the highest standards
- Excellent communication, presentation, and stakeholder management abilities.
- Highly analytical, data-driven, and results-oriented, with a passion for continuous learning and improvement.

Specific knowledge and skills

- Fully conversant in web analytics tools (e.g., Google Analytics, Adobe Analytics, Hotjar) and digital content management systems (CMS)
- Deep understanding of SEO both on-page and technical, as well as strong experience in building out SEO strategies factoring in a changing landscape
- Strong understanding of UX/UI, proven experience in leading UX mapping and delivering user-centred design experiences.
- Experience and strong knowledge of CRO, Multi-Variant test/A/B testing and subsequent reporting.
- Strong understanding of marketing principles and practice
- Effective working knowledge of the key data protection compliance requirements as relevant to key marketing activities, as well as fundraising guidelines (e.g. GDPR, Fundraising Code of Practice).
- Familiarity with privacy, accessibility, and web compliance standards.