



Website Manager

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
FFI Vice-president

Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, FFI is the world's longest established international conservation body; our conservation work, and impact, spans the globe.

Team

This is an exciting time to join our growing communications team. FFI's Business Plan sets out ambitious goals for increasing our profile and influence, recognising the importance of communications not only for income generation but also as a key ingredient of conservation success. You will be joining a highly skilled and supportive team and will also work closely with the wider development team and colleagues across the organisation to achieve our shared mission of protecting the world's threatened species and ecosystems.

The Opportunity

As FFI continues to develop and build its profile and influence around the world we are seeking an experienced website manager to develop and grow FFI's online presence and fundraising capabilities and ensure the website is strategically-focused, maximises user experience and engagement and complies with industry best practice.

A key focus of this role will be to lead on the development, build and launch of a new website, project managing the entire process including tendering and onboarding the web agency, managing the integration with a new Customer Relationship Management (CRM) and overseeing the development, build and launch of a new organisational website.

With significant experience of website management, you will be confident in developing user journeys, creating strategies to optimise website content for conversion, and growing key website engagement and traffic metrics. You will have substantial experience of SEO and of using data and analytics to maximise inbound traffic. You will have experience of managing and delivering projects on time and on budget, of planning and overseeing project resources, timelines and budgets, and of managing internal and external stakeholders. You will be a creative problem solver with excellent organisational, communication and analytical skills. You will also have knowledge of CRM and data management best practice, and website usability, security and accessibility best practice.

You will enjoy working in a dynamic and fast-paced environment, where the ability to respond swiftly to changing organisational and team needs is paramount. In return, we offer the opportunity to work for a ground-breaking organisation at the forefront of global conservation, with generous pension contribution, attractive annual leave allowance, and life insurance.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.

Terms and Conditions

Start Date:	As soon as possible
Duration of Contract:	Permanent
Probation Period:	Six months
Salary:	Circa £43,000 per annum
Location:	Fauna & Flora International, Cambridge, UK Current policy offers partial remote working within the UK
Benefits:	25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months' continuous employment. Group Life insurance, currently set at a benefit of 4 x basic salary
Hours of Work:	This is a full-time position working 37.5 hours per week, Monday-Friday inclusive

Job Description

Job Title:	Website Manager
Reporting to:	Head of Communications
Line Manages:	Digital Communications Executive Digital Assets Officer
Key Relationships:	Communications Team Supporter Marketing Team Fundraising Teams Senior Director, Communications & Fundraising ICT Team Regional and Conservation Partnership leads/managers

Purpose:

The website manager will be responsible for the direction and development of FFI's website. They will identify and implement opportunities to grow digital reach and profile, and support FFI's ambitious digital fundraising aspirations.

They will lead on creating strategies to improve user experience and engagement, work with key internal stakeholders to deliver relevant and engaging content and use website metrics and audience insights to identify areas for optimisation, ensuring creativity, data and innovation sit at the heart of the website.

Specific Duties:**Website Management:**

- Oversee the day-to-day running of FFI's website.
- Manage FFI's web agency, and act as website lead across wider digital projects.
- Support the development of the website's fundraising capabilities, and ensure it integrates with the CRM and all donation gateways.
- Regularly manage and evaluate the website's performance, and with FFI's web agency, identify and implement functionality improvements.
- Lead on a project to migrate to a new web agency, project managing the tender and on boarding processes.

Enhance FFI's profile, reach and fundraising capabilities:

- Working with key stakeholders within the organisation, develop and agree the website goals, target audiences and key performance indicators, and take responsibility for ensuring the website fulfils these goals.
- Develop strategies to maximise inbound traffic and optimise conversion, including creating engaging supporter journeys and inspiring content.
- Devise and implement A/B and multivariate tests for content, functionality and appearance to support organisational objectives.
- Ensure the site is optimised for search and all content is planned and produced in line with current SEO best practice.
- Ensure fundraising opportunities across the website are identified and actioned, so the website is optimised to drive donations.

Oversee the functionality of the website:

- Working with colleagues and external consultants, and using user research and insights, ensure that the website is delivering the desired user experience, is secure, adheres to usability, accessibility and security best practice, and performs according to the agreed website goals.
- Set goals, targets and KPIs for the FFI website in line with the communications and fundraising strategies, monitor results, and address any shortcomings.
- Use a content management system to create, edit or delete pages and content in line with the website goals and conduct regular content audits to update or remove duplicate or redundant information.
- Manage hosting, domains, DNS records and code archives.
- Advise the wider communications and fundraising teams on best practice for website content

generation and uploading (e.g. onward paths, SEO, user journeys, content purpose, formatting).

- Monitor industry trends and ensure that FFI stays on top of and adapts to major changes in digital technologies, making the case to the Head of Communications for investment where necessary.

Manage key staff and consultants

- Line manage digital team members, through objective and goal setting, continuous performance management, annual appraisal, training provision (where budgets permit) and personal development planning.
- Identify and engage consultants to meet business need in accordance with FFI protocols.
- Coordinate work of team members and of external consultants to meet organisational priorities, and to ensure that workloads/outputs are manageable.

Other duties:

The Website Manager will be expected to work on other duties, including (but not limited to) the below. The Website Manager should work with their line manager to ensure these ad-hoc requests are manageable and well balanced with the strategic priorities set out above.

- Contribute expertise to campaigns.
- Code and process invoices and purchase orders.
- Record expenditure and monitor budgets.
- Process credit card claims.
- Represent FFI at events and one to one meeting.

Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Excellent project management, project planning, reporting and monitoring & evaluation skills • Excellent written and verbal communications skills • Excellent analytical skills • Strategic planning skills • Strong interpersonal/communication and negotiation skills • Strong organisational, prioritisation and time management skills • Proficient in the use of Microsoft programmes 	
Knowledge and experience	<ul style="list-style-type: none"> • Proven substantial experience as a website manager • Proven experience of complex project management with multiple internal and external stakeholders 	<ul style="list-style-type: none"> • Experience of managing a not for profit website including for donations

	<ul style="list-style-type: none"> • Proven experience with content management systems • Experience of managing website with integrated CRM and payment gateways. • Knowledge of current SEO best practice • Experience with Google Analytics, Google Tag Manager & Google Page Insights 	<ul style="list-style-type: none"> • Experience using WordPress • Experience using Google Data Studio • Experience using Semrush • Experience of digital asset management
Behavioural qualities	<ul style="list-style-type: none"> • Supportive, collaborative and approachable • Creative, resourceful and pragmatic • Builds positive relationships internally and externally • Team oriented • Self-motivated and driven by results • Able to remain calm and professional when under pressure • Very high levels of attention to detail • Commitment to FFI's mission and values 	

FFI Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora International (FFI) is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are supportive & respectful
- We get things done

How to Apply

Applications, consisting of a covering letter explaining why you feel you should be considered for this post, a full CV (tailored to the role as advertised, highlighting relevant experience and achievements) and contact details for two referees (who will not be contacted without your permission) should be sent to commsrecruitment@fauna-flora.org

Please mark your application '**Website Manager**'.

Previous applicants need not apply.

The closing date for applications is **Sunday, 6 February 2022**. Interviews are likely to be held during the week commencing **Monday, 14 February 2022**. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter and indicate where you saw the position advertised.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Adviser, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity