

## job description

### defining our purpose

**role title:** Digital Officer

**reports to:** Digital Manager

**grade:** 7

### caba's purpose

As an occupational charity, caba helps the ICAEW community thrive by equipping individuals with the practical, emotional, or financial tools to manage whatever's in front of them, from everyday situations to exceptional life-changing circumstances.

Our vision is that everyone in the ICAEW community can fully participate in life.

### role mission

Part of the Experience & Engagement team responsible for collectively delivering upon our engaging and influencing strategies. This role is responsible for implementing, tracking and optimising our digital activity and digital channels enabling caba to connect with the ICAEW community

### what is the job's core purpose?

- support the Digital Manager with the delivery of the digital strategy and roadmap, which will be aligned to the organisational strategy and the operational plan. This includes caba's web platform, email development, conversion rate optimisation (CRO), search engine optimisation / marketing (SEO/SEM), Google Ad Words strategy (Including Google Grant and remarketing), UX, UI, dynamic content and marketing and behavioural automations.
- ensuring we adopt a best practise methodology within the team, and with every project we do.
- continuously develop, optimise and maintain caba's website, digital channels, tools and resources, improving accessibility (WCAG 2.0), functionality, relevance and usability. Providing an always on, high quality self-service support to our global community.
- work with colleagues to create seamless user journeys between digital and offline touchpoints, ensuring we are providing joined up support and brand consistency. Support other teams with digital innovation to improve their service delivery and streamline processes.

- report on, analyse and deliver on organisational success measures for digital activities as well as wider metrics to steer future digital marketing activity. Aiming to deliver continuous improvement based on user behaviour and feedback to achieve greater impact and ROI.
- create and run conversion rate optimisation (CRO) via split tests on email and website calls to action, content and page layouts.
- build and maintain long term analytics reports using Google Analytics, Google Tag Manager, Google Data Studio and any native reporting to gain understanding of user behaviour. Help caba make data driven digital decisions by creating insight and actions from our data
- support the Digital Manager and the Experience and Engagement team in any admin work, including monitoring budget expenditure.
- contribute to the operational effectiveness of caba and ensure that the responsibilities are carried out to reflect the standards, vision and values of caba.

## day to day responsibilities

- review and continuously improve our digital processes and tools to ensure efficiency and reflect contemporary working practices.
- adopt a digital first approach, increasing caba's accessibility and putting the customer in control of their personalised experience.
- create effective collaborative working practices with colleagues across the organisation, contributing to and providing proactive digital advice and support.
- effectively plan and manage projects to ensure best practice project management methods are always adopted.
- review data from multiple sources and produce insights to inform continuous improvement and the development and management of a digital roadmap, feeding this back into the charity in an understandable way.
- work with the service development & delivery team to develop a digital environment that offers a comprehensive and personalised user experience, using behavioural marketing automations and dynamic content.
- adopt test and learn methodology to ensure that all improvements and developments are beneficial to the customer such as AB testing in both web and email content.
- develop and maintain a conversion rate optimisation (CRO) programme by measuring relevant metrics, identifying trends and using this to develop a plan that turns these insights into action. Continue to test and adapt, using data driven decisions.
- contribute to caba's CRM strategy and rollout, ensuring we have the capability to deliver personalised and quality customer experience and meet success measurements.
- contribute to the longer-term development of our digital channels and activities, ensuring collaboration with internal teams and insights from our customers.
- develop and manage digital reporting dashboards and organisational success measures, proactively sharing insight with colleagues to determine improvements that are driven by data and centred around customer needs.

- development and management of caba's dynamic website & email content, marketing and behavioural automations, implementing test strategies and ensuring all journeys are customer focussed.

## attributes

E – essential: D – desirable

qualifications	details	E / D
1	Qualified to a degree level, or equivalent digital marketing professional qualification or experience	E
2	Marketing automation qualification, or experience	D
experience & skills	details	E / D
1	2+ years in a digital role, with experience in digital marketing, website development, analytics and reporting	E
2	Experience in using CMS to create and edit websites and front-end user touchpoints	E
3	Email marketing planning, design and production	E
4	Experience managing multiple internal and external stakeholders	E
5	Able to manage multiple projects and to work collaboratively with various agencies and internal and external stakeholders	E
6	Schedules time effectively to deliver several different activities concurrently to agreed deadlines	E
7	Excellent organisational skills with logical prioritisation skills	E
8	Solid understanding of the latest digital trends and practice	E
9	Experience of creating, improving, and reporting marketing and behavioural automations	D
10	Sound digital design, such as web pages and email with a responsive/mobile first mindset	E
11	Significant experience in using Google Analytics	E
12	Experience using Google Tag Manager	D

13	Experience using Google Data Studio	D
14	A solid background in data and analytics with experience of working with multiple data sets, comprehensive digital and marketing performance reporting and using these to drive insights into action	E
15	Experience with CRO/continuous improvement programmes	D
16	Search engine optimisation and marketing	D
17	Able to write HTML and CSS code	D
18	Able to use Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Premier Pro)	D
<b>personal attributes</b>	<b>details</b>	<b>E / D</b>
1	Shows clear commitment to the role	E
2	Is self-motivated with a positive attitude	E
3	Takes a positive and enthusiastic approach to work	E
4	Challenges constructively, listens empathetically, supports colleagues and is non-judgemental	E
5	Ability to think creatively and solve problems, approaching tasks with curiosity – reflecting, adapting, and identifying implications for digital and the organisation as a whole	E
6	Ability to apply critical thinking especially during project planning and evaluation, understanding user behaviour and intent based on analytics data	E
7	Creativity and attention to detail	E
8	Experience managing multiple internal and external stakeholders	E
9	Able to build collaborative working relationships with staff and stakeholders at all levels	E
10	Excellent written and verbal communication skills, presenting issues clearly and identifying possible solutions	E
11	Demonstrate a genuine commitment to uphold and promote equal opportunities and diversity	E