



## Job Description

### Digital Officer (parental leave cover)

<b>Job Title:</b>	Digital Officer (parental leave cover)
<b>Reporting to:</b>	Digital and Marketing Lead
<b>Responsible for:</b>	N/A
<b>Based:</b>	We offer a hybrid model of working and our office is based in Angel, London N1. This postholder is expected to be in the office 1 day per week. We meet together in our London office fortnightly on Tuesdays and we ask that you can commit to this.
<b>Hours:</b>	part time - 28 hours per week
<b>Salary:</b>	Grade 2. £38,849 - 40,393 per year (FTE). Pro rata salary for 28 hours is £31,079 - £32,314
<b>Travel expenses:</b>	All staff are required to pay for travel costs to and from the London office, regardless of where they live. However, staff can claim travel expenses for journeys to places other than the London office for work purposes.

### About us

Young Women's Trust champions young women aged 18 to 30 on low or no pay. We're here to create a more equal world of work and raise young women's incomes. We offer young women free coaching, feedback on job applications and information to help them get where they want to be. We bring together a network of thousands of young women to support each other, build their self-belief, and have their voices heard. We work with young women to campaign for equality in the workplace. And our research provides insight into what young women's lives are really like, fuelling our campaigns for change.

### About the role

As Digital Officer you will be the owner of our digital analytics tools and website, bringing data driven insight to our activity planning and implementation, supporting teams to develop and deliver effective digital mobilisation and marketing activity.

### Key deliverables

- Maintain and develop Young Women's Trust's website.
- Provide and act on digital analytics to improve the performance of digital channels.
- Develop and implement SEO recommendations to improve visibility and performance of the website.

## Main responsibilities

- Support the Digital and Marketing Lead to measure and optimise digital mobilisation activities across digital touchpoints.
- Champion an insight-driven approach to our digital activity, promoting the use of data to inform decision making.
- Update and optimise Young Women's Trust's website using WordPress, using best practice and standards to write usable and accessible content.
- Setting up A/B and Multivariant tests using Google Optimise to improve web journeys and user-experience.
- Research and implement SEO recommendations across Young Women's Trust website for better visibility and SEO performance.
- Identify and exploit opportunities to convert web traffic to action, including campaigning and fundraising.
- Work with colleagues in the digital team to improve SEO and content across the website, making sure new content is fully search optimised.
- Lead our analytics work, using Google Analytics 4, digital tools and customised dashboards to measure and improve the performance of digital content and campaigns across all channels.
- Collaborate on projects across the whole organisation, advising on direction and best practice for digital products, optimisation and measurement.
- Work with the Social and Digital Marketing Manager to offer digital advice, support and training where required.

## Budget management

N/A

## General responsibilities

- To work in a flexible manner, taking initiative and prioritising the needs of the organisation.
- Follow organisation policies and procedures, including health and safety.
- Carry out other reasonable duties that may be required.
- Act as champion of Young Women's Trust's values and principles, including our commitment to becoming an anti-racist organisation

## Special factors

- Some evening and weekend work, including occasional travel within England and Wales, may be required for example for workshops with young women (time off in lieu will be given).

## Safeguarding

At Young Women's Trust, we are committed to safeguarding the well-being of all the young women we work with, as well as our employees and volunteers who are involved in or affected by our work. All employees have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.

## **DBS requirement**

N/A

## **Equity, Diversity and Inclusion**

Young Women's Trust strives to be an inclusive and representative organisation. We are committed to appointing individuals from a wide range of backgrounds, lived experiences and cultures. We particularly encourage applications from racially minoritised candidates. We use positive action under section 159 of the Equality Act in relation to race. This means that if we have two candidates of equal merit in our process, we will seek to take forward the racially minoritised candidate in order to diversify our staff team.

You'll be joining a team that will embrace your ideas and support and encourage you to bring your whole self to work.

We can make reasonable adjustments throughout the application process and on the job. If you have particular accessibility needs, please get in touch and let us know any requirements you may have.

## Person Specification

(Essential, i.e., a candidate must meet all essential criteria to be considered for selection, or Desirable)

Experience	Essential	Desirable
<ul style="list-style-type: none"> <li>• Solid experience of working in a target-driven digital marketing role, or equivalent.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Experience using WordPress or relevant open-source CMS.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Experience of Google Analytics, with knowledge of GA4.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Experience of improving an organisation's web presence and performance.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Experience of analysing and reporting on the performance and efficiency of multichannel digital campaigns and activity.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Experience in producing, writing and editing digital content.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Experience of designing content in an inclusive way using best practice to meet user need and accessibility standards.</li> </ul>	x	
<b>Skills &amp; attributes</b>		
<ul style="list-style-type: none"> <li>• Working understanding of good user experience principles, and experience in improving UX on websites and through supporter journeys.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Proven experience in using SEO practices to create content and increase website traffic.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Excellent attention to detail and ability to work with large volumes of digital data.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Knowledge of digital marketing channels and best practices, including paid search, paid social, and web analytics.</li> </ul>		x
<ul style="list-style-type: none"> <li>• Proficiency in GA4, Google Tag Manager, Google Ads and LookerStudio.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• Excellent interpersonal and team working skills with the ability to communicate with a wide range of people.</li> </ul>	x	

<ul style="list-style-type: none"> <li>• Highly organised, able to work to tight deadlines and on multiple projects.</li> </ul>	x	
<ul style="list-style-type: none"> <li>• An understanding of the charity aims and mission and the challenges that young women face.</li> </ul>		x



## Our values



## Team Structure May 2025

