



**Brain Tumour  
Research**

Together we will find a cure

## **Job Description: Website and SEO Manager – June 2021**

### **Job purpose**

The Website and SEO Manager will be responsible for driving the performance of our website, SEO and email marketing channels, in line with our objectives. They will develop strategies and manage the execution to deliver performance gains that meet our ambitious growth plans. They will be a leading voice within the digital team, with skills and experience that form an integral part of our digital transformation, as we evolve and capitalise on digital opportunities.

They will have proven experience of maximising website and SEO performance, with a strong awareness of email marketing. They will have led and motivated a high performing team. They will have strong analytical and insight capabilities and be adept in identifying and realising the highest value opportunities for the lowest resource.

They will be an excellent communicator with the ability to work sensitively and diplomatically with others, both internally and externally.

Key stakeholders will include patients and their family and friends and other community stakeholders, corporate and major donor prospects, researchers and clinicians, MPs, and Parliamentarians, as well as other influencers.

They will work closely with the Digital Marketing Manager and the Marketing and Communications teams, as well as the wider teams across the organisation.

### **Working hours**

This is a full-time permanent position based at our Head Office in Milton Keynes. Remote working will be in line with government guidelines. Normal office hours are 9am – 5pm but there will be times when additional hours are required with this role to complete specific projects and achieve objectives, launch marketing campaigns, attend external meetings, join conferences, etc.

**Role reports into:** Director of Marketing and Communications

**Direct reports:** Digital Marketing Executive and Email Marketing Executive

**Salary:** C. £35,000

**Main duties include but not limited to:**

- Lead the website strategy, working alongside internal and external teams, to continually identify technical, functional, and performance-led website improvements.
- Oversee the day-to-day upkeep of the website including creating and amending website pages and resolving issues and bugs.
- Own website integrations across a range of systems including our CRM system. Ensure new website features are project managed and launched effectively.
- Manage the website tracking capture strategy ensuring tracking is comprehensive and accurate.
- Drive growth in organic rankings, traffic, and subsequent conversions on the website by leading and implementing the SEO strategy.
- Work effectively with internal and external teams, such as PR, content, external SEO support to ensure SEO workflows are effectively implemented.
- Lead SEO collaboration with our paid search agency for a joined-up approach to search that maximises the search results page.
- Oversee the email marketing strategy, delivering improvements in email performance by increasing key engagement and conversion metrics.
- Produce reports that deliver insights for growth across the digital marketing function. Empower and upskill the team in delivering analysis and insights for their channels.
- Identify and implement cost-effective tools that support performance gains across our website, SEO, and email.
- Dedicate time for self-learning to maintain awareness and knowledge of latest developments and trends in website, SEO, and email.
- Assist the Marketing team with any other tasks as determined by Director of Marketing and Communications