

# Job Description

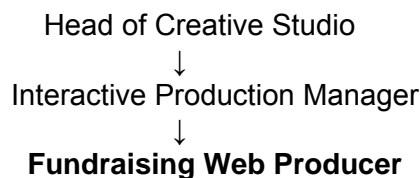
Job Title: Fundraising Web Producer  
Reports To: Interactive Production Manager  
Department: Communications  
Grade: C

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## JOB PURPOSE

To manage and develop WWF-UK fundraising web projects in accordance with the WWF-UK web and fundraising strategies and standards for accessibility and usability. As an organisation WWF-UK spends nearly £2m a year on online marketing to recruit new supporters. Our ability to be innovative and timely is crucial to the success of this acquisition activity and this role will be pivotal in delivering our ambitious strategy over the next few years

## ORGANISATION CHART



## PRINCIPAL ACCOUNTABILITIES

- Manage web projects for the WWF-UK websites.
- Ensure that all website content is factually correct, relevant, up to date, in line with WWF-UK house and editorial style and appropriate to the target audience(s).
- Ensure that web content is structured and linked effectively in order to enable users to find information quickly and easily, and to facilitate the promotion of key WWF activities.
- Ensure that web projects meet the highest standards for usability and accessibility and comply W3C guidelines.
- Work closely with colleagues from fundraising to ensure that online activity meets their strategic objectives.
- Work closely with the Acquisition team to manage the online activity including multi variant testing of landing pages, testing and tracking of banner ads, development of supporter processes, troubleshooting.
- Work closely with the Senior Online Campaign Manager to suggest techniques to improve conversion rates of online supporters.
- Develop in conjunction with marketing communications, supporter management and external agencies, methods of promoting the website and increasing online activity.
- To oversee the production and sending out of bulk HTML e-mails.
- Work with the Interactive Production Manager in the development of the WWF-UK websites and other related technologies.
- Understand the global web strategy and work with WWF International and the rest of the network to reduce duplication.
- To undertake any other duty as required by the line manager.

## PERSON SPECIFICATION

- Good understanding of WWF, its mission, goals and objectives, in order to reflect the appropriate image through our web activities
- Essential to understand the web strategy, locally and globally to ensure that long term goals are achieved
- Excellent XHTML, CSS and Photoshop skills, as well as an awareness of databases and spreadsheets
- Experience of various web content management systems is essential
- Education to degree level or equivalent
- Excellent project management skills
- Ability to work under pressure, coordinate and manage a variety of projects and deliver to tight deadlines
- Influence and negotiate internally and externally and be able to deal with everyday requests in a positive fashion.
- Ability to communicate confidently, with accuracy and clarity with people at all levels of the organisation
- Creative and flexible approach to all challenges is required in order to contribute to a very active, broad base of operation.
- Ability to take a strategic view and see the big picture is vital to the success of this role.
- As this is a dedicated fundraising post - demonstrable knowledge of current fundraising techniques would be advantageous