

# PLAN INTERNATIONAL UK JOB PROFILE

<b>Job Title</b>	CRO and Web Officer
<b>Directorate</b>	Communications, Advocacy and UK Programmes
<b>Unit (if appropriate)</b>	Brand and Digital Engagement
<b>Grade</b>	4
<b>Salary</b>	£35,768 per annum
<b>Hours</b>	Full-time – 34.5 per week
<b>Contract type</b>	Fixed-term for 12 months
<b>Reporting to</b>	Website Manager
<b>Responsible for</b>	Not applicable

## Overview

Plan International strive to advance children's rights and equality for girls all over the world.

Working together with children, young people, our supporters and partners, we're tackling the root causes of gender inequality and child poverty. We've been building powerful partnerships for nearly 80 years, and we're now active in more than 70 countries.

This role sits within a newly created Brand and Digital Engagement Unit at Plan International UK, which has come together under a new Head in 2020.

The Unit is at the heart of Plan International UK's external communications, and aims to:

- raise profile and awareness of Plan International UK's work among target UK audiences, inspiring their support
- raise funds by engaging, securing and maintaining support from individuals, companies and other major partners
- leverage Plan International's programme work through effective advocacy and campaigns

An opportunity has arisen to join the Digital Engagement team as CRO and Web Officer, to support the delivery of our strategic fundraising goals and objectives.

The CRO and Web Officer will work with the Website Manager to create, edit and publish content on the website as well as support the delivery of the devolved content approach: training and working with authors from teams across the organisation. This role will work especially closely with colleagues in fundraising, helping to acquire new financial supporters and enhance the child sponsorship supporter experience, as well as inspire and recruit event participants.

This role will also work closely with the Senior Digital Acquisitions Officer, Website Manager and third-party agencies to manage the organisation's CRO programme. They will work to continuously optimise the website to improve brand and donor experience, identifying and implementing improvements, as well as regularly reporting on the impact of website optimisation against set KPIs.

## Job Purpose

To be responsible for content development on the Plan International UK website and delivery of the organisation's Conversion Rate Optimisation (CRO) programme, in support of our fundraising objectives.

Key Deliverables	Key Activities
<b>Website management and dynamic content</b>	<ul style="list-style-type: none"><li>• Work with Fundraising colleagues to source, write, edit and upload content (visual and copy) for the website in line with our fundraising priorities and activities, acting as website lead for our fundraising content and pages</li><li>• Administer, manage and implement a range of online activities and projects in line with agreed schedules and targets and strengthen a successful, cost-effective web presence for Plan International UK.</li><li>• Help implement Plan International UK's cross organisational content plan, working with Fundraising and Editorial and Content colleagues</li><li>• Analyse data and stats to plan and develop content to engage our supporters and generate donations and event sign-ups.</li><li>• Work with the Website Manager and SEO consultant to implement the organisation's SEO strategy.</li><li>• Work with the Website Manager to deploy the devolved content approach and support authors from across the organisation, including training on the CMS, content review and editing, and section development.</li><li>• Resize and adapt assets to optimise website performance.</li></ul>
<b>Website optimisation and CRO</b>	<ul style="list-style-type: none"><li>• Develop and project manage the organisation's CRO programme, including an organisation-wide roadmap for optimisation tests, in collaboration with the Senior Digital Acquisitions Officer, Website Manager and third-party agencies</li><li>• Build test hypotheses, run A/B and multivariate testing, providing insightful analysis and reporting to key stakeholders.</li><li>• Proactively propose improvements to the site to further supporter engagement and improve on-site conversions.</li><li>• Identify trends and usability issues and recommend changes to improve conversion rate on web pages</li><li>• Support the Website Manager and Designer to implement successful tests and new functionality on the website.</li><li>• Support the content and UX work required to develop and maintain the website, in line with the wider CRO roadmap.</li><li>• Keep up-to-date and develop skills in line with the latest UX and CRO trends.</li></ul>
<b>Stakeholder Engagement</b>	<ul style="list-style-type: none"><li>• Manage relationships with external CRO agency, acting as main point of contact for all day-to-day communication, and being responsible for sharing updates with internal teams.</li><li>• Work closely with Website Manager and Senior Acquisition Officer for all CRO and content development projects.</li></ul>

	<ul style="list-style-type: none"> <li>Support colleagues across the organisation by sharing information, achieving key tasks and contributing to an effective and successful teamwork environment.</li> </ul>
<b>Training</b>	<ul style="list-style-type: none"> <li>Support the training of Plan International UK staff on various tools including Drupal and Google Analytics.</li> <li>Provide best practice guidance to digital authors and digital content producers for the website.</li> <li>Act as fundraising champion within the Brand and Digital Engagement Unit and wider directorate, ensuring insights and best practice are shared with colleagues across the organisation</li> </ul>

<b>General</b>	<ul style="list-style-type: none"> <li>Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims of the organisation and with policies and procedures.</li> <li>Participate in training and other activities as requested.</li> <li>Support in the planning and delivery of key cross-channel digital marketing activities as required, and any other tasks as directed by the Digital Engagement Lead</li> </ul>
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<b>Awareness and Representation</b>	<ul style="list-style-type: none"> <li>Commitment to Plan's position on promoting girls' rights and gender equality and integrating this into all aspects of work.</li> <li>Commitment to the safeguarding of children and young people and to being confident and competent in meeting safeguarding responsibilities.</li> </ul>
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<b>Level of responsibility for safeguarding children and young people</b>	<p>Standard – No direct contact with children, young people or programme participants day-to-day.</p> <ol style="list-style-type: none"> <li>Act as a role model representing Plan International's commitment to non-discrimination and safeguarding</li> <li>Report safeguarding concerns in a timely manner and co-operate in investigations as appropriate</li> </ol> <p>Understand the relevance of safeguarding to your role and make sure you mainstream safeguarding in your work in order to fulfil Plan's duty of care</p>
<b>Level of Budgetary Responsibility</b>	None

*This is not intended to be an exhaustive list. Your job description may be subject to change.*

<b>Date Created</b>	January 2021
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# PLAN INTERNATIONAL UK PERSON SPECIFICATION

## PERSONAL COMPETENCIES

<b>Communicating with others</b>	Communicate effectively with the ability to adapt styles to meet the needs of different audiences both tactfully and diplomatically
<b>Team working and interpersonal skills</b>	Work enthusiastically as part of a team and form effective and constructive working relationships across the whole organisation and wider network within the sector
<b>Managing resources</b>	Use resources in a cost-effective manner
<b>Drives continuous improvement</b>	Ensure work is of a high standard with strict attention to detail
<b>Customer services</b>	Offer a friendly and professional service to all employees across the organisation and all external customers
<b>Managing yourself</b>	Work accurately and efficiently to deadlines and targets managing a wide and varied workload, using strong organisational skills, with minimal supervision
<b>Delivery and meeting business plan</b>	Working with the wider digital and fundraising teams to meet all demands of the business plan

## KNOWLEDGE AND EXPERIENCE

Passionate about the web, with a good knowledge of various web technologies including JavaScript, HTML and CSS
Experience of Content Management Systems (particularly Drupal)
Comfortable writing, editing and creating audience-led, engaging and on-brand content, both visual and written
Experience of working with web analytics tools (such as Google Analytics) and extracting data to form reports and actionable insights.
Working knowledge of research tools, e.g. HotJar, CrazyEgg
Multivariate testing experience (a/b testing, MVT etc) and experience using testing tools such as Optimise or similar
Knowledge of good practice in user journey creation and user-centred design.
Experience of editing photography and sourcing video and other multi-media content for use online
Knowledge of best practice and experience implementing search engine keyword optimisation

Experience of managing relationships and working with external agencies and suppliers, using project and stakeholder management skills for the development and delivery of projects

Comfortable with numbers and able to manage projects and budgets to achieve optimal cost-effectiveness, including producing reports.

Highly organised, with a proven record of being able to prioritise and meet multiple, competing objectives simultaneously with exceptional attention to detail.

Fundraising experience (especially across Digital platforms) is preferred.

Commitment to diversity and inclusion and able to demonstrate how you have contributed to creating an inclusive culture in the workplace

A passion and commitment to the work of Plan International UK and the people we work with and for

Commitment to [Plan International's values](#)