

Job Title:	Digital Performance Manager	Function:	Marketing, Communications & Fundraising
Reports To Manager:	Senior Digital & Data Marketing Manager	Job Family:	Support & Professional
Date:	January 2025	Band:	6

Purpose: Develop, plan and execute digital marketing campaigns and platforms to drive optimisation and performance. Maximise digital engagement, conversions, and ROI by utilising data insights and advanced analytics to support our purpose of keeping people and pets together when times are tough.

Responsibilities	Performance Measures	Organisational Skills & Values
<ul style="list-style-type: none"> Lead, manage and develop the team through the whole employee life cycle. Contribute to the development and implementation of a comprehensive digital marketing strategy, aligned with organisational objectives. Manage the performance and optimisation of owned digital marketing platforms (Website, SEO & Dot digital and paid channels through agency partners) to deliver measurable results aligned with PDSA's strategic objectives. Manage and deliver high-performing digital campaigns that support fundraising, awareness, and engagement goals and are aligned with PDSA's strategic priorities and brand guidelines. Use analytics and insights to inform campaign planning, execution, and optimisation Monitor trends, performance metrics, and user behaviour to identify areas for improvement and new opportunities. Use tools such as Google Analytics, paid media dashboards such as Facebook Ads Manager, and CRM data to provide actionable insights. Manage SEO strategies including our search agency partner to improve website visibility and organic traffic. Ensure content strategies are demand-based through data insights. Work with media and creative agencies to develop digital campaigns and optimise strategies. Collaborate with internal teams to optimise website performance, user experience, and conversion rates. Develop regular reports for senior leadership, highlighting successes, challenges, and opportunities for improvement. Stay updated on industry trends to incorporate best practices into digital marketing strategies Ensure compliance with data protection regulations and PDSA policies in all digital activities Compliance with all PDSA policies and procedures. 	<ul style="list-style-type: none"> Achievement of digital KPIs/income and strategic objective metrics (engagement, acquisition, and retention). Growth in website performance metrics and SEO rankings. Delivery of digital plans to agreed timescales and budget/target ROI Effective tracking and reporting of digital ROIs & KPIs Operate in line with departmental SLA's 	<ul style="list-style-type: none"> Head and Heart Better together Passion with purpose Planning and organising Acting commercially Leading Effectively
	Dimensions <ul style="list-style-type: none"> Direct Reports: 3 Indirect Reports: 0 Budget: as per target Internal Contacts: MCF, Data & Analytics, Systems & Technology External Contacts: External Agencies, Suppliers & Partners. 	Role-specific knowledge & skills Essential <ul style="list-style-type: none"> Demonstrated experience managing digital marketing campaigns In depth knowledge of digital marketing tools and platforms including Google Analytics Proven experience of optimising digital channels to achieve engagement, acquisition, and retention goals. Strong analytical skills with the ability to interpret complex data Desirable <ul style="list-style-type: none"> Experience with CRM systems and data analytics tools First-party data strategy experience Charity experience

Approved By: People Operations	Date: January 2025
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