

Role Profile: Web Optimisation Manager

Role updated: 04/04/2025

Department	Division	Location	Salary Band
Income and Public Engagement	Communications	UK Any	C Low
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Digital Lead		1	Team / Project Manager

Purpose

The Web Optimisation Manager plays a key role in analysing web traffic and user behaviour to strategically enhance conversion rates within the Christian Aid digital ecosystem. By harnessing advanced analytics and testing tools, Christian Aid can identify optimisation opportunities and enhance user experience across web platforms, maximising impact. The role will play a pivotal role in developing Christian Aid's online presence and make a lasting impact in support of fundraising and advocacy objectives, aligning with organisational values and goals.

Main Areas of Responsibility & Accountability

- Drive the strategic development of the digital ecosystem to align with Christian Aid's organisational values and goals.
- Develop and implement a search engine optimisation (SEO) and link-building strategy to improve our web platforms health and attract relevant traffic to support user acquisition targets and maximise impact.
- Deliver key projects, including technical SEO, site audits, keyword research analysis, competitor analysis, backlink analysis, and more, aimed at enhancing campaign effectiveness to maximise income and impact.
- Collaborating with the Senior Digital Content Editor to deliver the digital content strategy across Christian Aid's digital channels, including social media, to maximise our impact and income.
- Collaborate with other teams to deliver the digital ecosystem content roadmap, ensuring our content addresses user needs and maximises impact.
- Develop and brief on content requirements to support the delivery of SEO and conversion rate optimisation (CRO) work, enabling impactful decisions.
- Lead the tag management strategy, structure, tools, server-side tagging, and customer data platform integration, ensuring functionality.
- Review and optimise user journey, UX and CRO across the digital ecosystem in order to support both fundraising and non-fundraising goals and aligning with organisational values and goals.
- Utilise a range of tools and platforms to regularly analyse website performance, produce reports and use key insights to improve user experience and conversion rates and influence wider marketing/comms activity to maximise impact.
- Collaborate with the in-house Digital Development Team to plan new digital features and functionalities, execute website structural changes, and ensure seamless CRM integration.
- Horizon scan emerging trends and changes in regulations and essential systems (e.g., Google Analytics 4), and advise and recommend to the Digital Lead and others on the organisational response needed to maintain the required capability.

Key Decisions

- Developed ability to contribute to the design and delivery of the digital ecosystem's strategic direction for Christian Aid, to ensure alignment with the organisation's digital strategic goals of doubling reach and deepening engagement, maximising impact and aligning with organisational values and goals.

Budgetary authority (if applicable): Website/social media organic budgets.

Problem Solving

- Developed project management skills, ability to carry out analysis of complex data.
- Developed ability to effectively interpret complex, ambiguous information deciding on most appropriate options.
- Developed ability to question processes and methodologies, identifying changes to enhance Christian Aid digital content and foster a culture of learning and improvement.
- Developed ability to monitor performance against set targets.
- Ability to interpret information to varied target audiences, providing user-friendly, practical outcomes.

Knowledge, Skills and Experience

Essential

- Completed training in Google Analytics 4, UX, SEO, and related digital disciplines.
- Proven ability to lead, coach, and inspire high-performing teams in content management and social media.
- Advanced technical SEO expertise across on-page, off-page, and technical SEO, with a track record of implementing successful link-building strategies.
- Highly proficient in Google Analytics 4, SEMrush (or equivalent), Tag Manager, Hotjar, Content Square, Power BI, and Looker Studio; experienced in managing external suppliers for these platforms.
- Proficient in CMS platforms such as Drupal, with working knowledge of HTML and CSS.
- Demonstrated ability to produce clear, insight-driven digital reports using data from GA4, social insights, META, and performance tools to optimise fundraising, marketing, and conversion strategy.
- Skilled in developing comprehensive CRO plans tailored to user journeys, including multi-variant testing and UX enhancements.
- Strong communicator with the ability to present data and insights clearly, influencing both digital and non-digital stakeholders.
- Exceptional organisational and multitasking skills, with experience managing multiple projects and stakeholders in fast-paced environments.
- Strategic thinker with experience translating business goals into actionable digital tactics across acquisition, engagement, and retention.

Key Interfaces

- **Internal:** Collaborates cross-organisationally with fundraising, policy, campaigns and programme colleagues providing technical expertise and professional recommendations for projects. Strong connections within the Digital Team.
- **External:** Agencies regarding digital projects, campaign analysis and insight.

- Maintains up-to-date knowledge of industry changes and regulations, including GDPR, and ensures data practices align with compliance standards.
- Experience in maintaining and developing tracking infrastructure for digital products and campaigns.

Desirable

- Experience of eCommerce systems
- Degree level or equivalent
- Understanding of the charity/non-profit sector
- Ability to deliver informal training/upskilling of colleagues in appropriate areas of digital marketing

Travel

In Country: Occasional

Global: No travel