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## JOB DESCRIPTION

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**Job Title:** Digital Experience Manager

**Grade:** D

**Department:** Group Brand & Marketing

**Main purpose of job:**

The Digital Experience Manager will work closely with the Senior Digital Experience Manager to drive the strategic development of the Charities Aid Foundation (CAF) web properties. This role combines ownership of SEO strategy, content implementation and external agency management with broader responsibilities for UX optimization and digital accessibility. As a key partner to the wider CAF Marketing Team, you'll support delivery of exceptional customer experiences by providing expert consultancy on content design and user experience best practices, managing the website backlog to ensure continuous improvement and championing data-driven decision-making across all digital touchpoints in alignment with CAF brand standards.

**Responsible to:** Senior Digital Experience Manager

**Budgetary responsibilities:** None

**Responsible for:** None

**Key Job Responsibilities:**

Web Management

- Own the management, prioritisation and development of the website backlog, ensuring development delivery aligns with allocated budget and business objectives while maintaining strategic focus.
- Support content compliance initiatives across all CAF web properties, maintaining consistency and quality standards.
- Lead content implementation and flagship content delivery projects, ensuring all materials meet SEO best practice, accessibility standards and brand guidelines while remaining engaging and user-focused.
- Monitor web industry trends, standards and legislation to ensure CAF's online marketing and websites remain current and compliant.

## User Experience

- Provide consultancy on user experience best practice for marketing campaigns and product content and supporting roadmap development for CAF web properties.
- Support the delivery of marketing objectives by optimising user journeys and driving conversion rate improvements across CAF web properties.

## Search Engine Optimisation

- Own and implement SEO strategy across the CAF website, driving optimal search visibility and performance.

## Analytics and Reporting

- Own website performance reporting and analytics strategy, delivering actionable insights to inform decision-making and optimisation efforts.
- Manage and maintain Google Tag Manager implementation, ensuring accurate tracking and data collection across all digital properties.

## Management and leadership

- Lead stakeholder engagement and manage external agency relationships to ensure successful delivery of web projects across CAF offices.
- Provide subject matter expertise on user experience, supporting cross-functional initiatives and strategic roadmap development.
- Champion training and knowledge-sharing to build digital capability and foster continuous improvement.

## CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

**Date:** December 2025

## PERSON SPECIFICATION

Job title: Digital Experience Manager

Date: December 2025

Attributes	Essential ✓	Desirable ✓	How Evidenced <sup>+</sup>
<b>Experience</b> <ul style="list-style-type: none"> <li>Substantial experience working with content management systems and managing websites.</li> <li>Experience working with the charitable or not for profit sector.</li> </ul>	✓	✓	R/C/T
<b>Qualifications</b> <ul style="list-style-type: none"> <li>O'level / GCSE / Equivalent English and Maths</li> </ul>		✓	
<b>Specialist Skills/ Ability/Knowledge</b> <ul style="list-style-type: none"> <li>Ability to write HTML and read CSS/Javascript.</li> <li>Search engine optimisation (including SEMRush)</li> <li>Knowledge of UX best practices</li> <li>Knowledge of accessibility best practices</li> <li>Understanding of content design concepts</li> <li>Project management</li> <li>Multi-variant testing</li> <li>Heatmapping tools</li> </ul>	✓ ✓ ✓ ✓  ✓	✓ ✓ ✓ ✓	R/C/T
<b>Communication</b> <ul style="list-style-type: none"> <li>Stakeholder management skills</li> <li>Ability to communicate complex digital concepts to non-technical stakeholders.</li> </ul>	✓ ✓		C/T
<b>Personal Qualities</b> <ul style="list-style-type: none"> <li>User-centric mindset</li> <li>Analytical mindset</li> <li>Collaborative</li> <li>Adaptable</li> </ul>	✓ ✓ ✓ ✓		
<b>Prior to Appointment</b> All posts: <ul style="list-style-type: none"> <li>Credit Check</li> <li>Sanctions Check</li> <li>Basic DBS Check</li> <li>Employment References</li> <li>Medical Clearance</li> <li>Right to Work in the UK</li> </ul> FCA Approved Posts: <ul style="list-style-type: none"> <li>Standard DBS Check</li> </ul>	✓ ✓ ✓ ✓ ✓ ✓ ✓  ✓		R/E

- ✓ Tick either the *Essential* or *Desirable* column as appropriate for each attribute
- † Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

**Key**

**R** = References, **E** = Evidence/Certificates, **A** = Application, **C** = Competency Interview, **T** = Testing/Assessment