



Hopefield Animal Sanctuary, Sawyers Hall Lane, Brentwood, Essex, CM15 9BZ

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Registered Charity Number 1181186

"Saving Animals Together Since 1983"

Digital Marketing and Growth Manager Job Description

Location: Brentwood, Essex

Hours: Full-time, 37.5 hours per week

Reports to: CEO initially

Probation: Six months, with formal reviews at three and six months

About the role

Do you love creating content, telling stories and finding the video that people want to watch and share? Would you enjoy getting out from behind a desk to film animals, meet their caregivers and show people what sanctuary life is really like?

Hopefield Animal Sanctuary is looking for a creative, commercially aware Digital Marketing and Growth Manager to grow our online community and turn interest in our work into visits, bookings, donations, memberships and long-term support.

You will take responsibility for both everyday content creation and our wider digital marketing strategy. You will film, edit, write, publish, analyse and improve content yourself, while developing our website, paid advertising, search visibility and email marketing.

You will also manage the digital presence of Best Equine & Agricultural Fencing Ltd., our trading subsidiary. Hopefield will be the main focus during your first three months, with work across the fencing business and other trading opportunities expanding as the sanctuary's digital operation becomes established.

Your first three months

Your first priority will be to understand Hopefield: our animals, people, rescue stories, history and guiding ethos. You will spend significant time with the animal team and wider staff, building the relationships needed to create accurate, authentic content.

- Learn the animals' personalities and histories and identify our strongest storytelling opportunities.
- Understand Hopefield's identity as a sanctuary and use language that reflects our values and the animals' experiences.
- Complete a digital and social-media audit, identifying what to protect, improve or change.
- Establish a consistent content calendar and a practical system for capturing, sharing and storing photos, videos and stories.
- Support the animal team and wider staff to contribute useful content within their day-to-day work, with clear guidance on what is needed and to what standard.

- Review relevant sanctuaries, charities and creators, and test ideas and trends that suit Hopefield.
- Establish performance baselines, weekly YouTube publishing and an initial Twitch programme.

Content creation and community

You will manage Hopefield's presence across Facebook, Instagram, TikTok, YouTube, YouTube Shorts, Twitch and Google/local digital channels. You will create content suited to each audience and build conversation, participation and lasting supporter relationships.

A typical day could involve filming an animal's rescue story, editing a Reel or TikTok, planning a YouTube episode and creating content from a fencing project.

- Capture and produce video, photography and written content, from the initial idea through to editing, publication and review.
- Tell stories about rescues, new arrivals, animal personalities, caregivers and life behind the scenes.
- Create educational content, feeding and enrichment features, day-in-the-life videos, sanctuary project updates and event coverage.
- Maintain a reliable publishing schedule and develop recurring features that supporters want to follow.
- Build community through responses, questions, participation, sharing and supporter contributions.
- Stay up to date with platforms, features and digital trends, using them where they support our aims and values.
- Keep animal welfare, accurate storytelling and Hopefield's sanctuary ethos at the centre of filming and publication.

YouTube and YouTube Shorts

YouTube will be a major part of this role. You will build a regular channel with its own audience, content formats and reasons for viewers to return.

- Produce and publish at least one substantial YouTube video every week, alongside regular Shorts.
- Develop longer animal stories, rescue features, caregiver stories, educational videos and sanctuary project films.
- Use YouTube Studio to review views, watch time, audience retention and subscriber growth, and improve future content.

Twitch and livestreaming

You will help develop Hopefield's Twitch presence, initially aiming for at least two suitable livestreams each month.

- Explore live animal updates, caregiver Q&As, behind-the-scenes tours, special events, sanctuary projects and fundraising streams.
- Plan and deliver engaging live content in coordination with the animal team and wider staff.
- Turn suitable livestream footage into shorter content for TikTok, Instagram, YouTube and Facebook.
- Review audience response and develop repeatable live formats that work for Hopefield.

Digital marketing and growth

Strategy and campaigns

- Develop and deliver a digital marketing strategy that grows Hopefield's reach locally, nationally and internationally.
- Turn digital attention into measurable visits, bookings, donations, memberships, event attendance and supporter engagement.
- Plan campaigns for sanctuary visits, ethical animal experiences, events, the cafe, memberships and fundraising.
- Use testing, audience insights and results to decide where to focus effort and improve performance.

Website and paid advertising

- Improve the website visitor journey and online booking experience, identifying barriers between a website visit and a booking, donation or enquiry.
- Create campaign landing pages and use website data to understand user behaviour and conversion.
- Manage Meta and Google advertising, including audience segmentation and retargeting where appropriate.
- Track campaign outcomes, cost per booking or acquisition, and return on advertising spend.

Search and email marketing

- Monitor search rankings, organic traffic and the actions visitors take on our websites.
- Grow and segment the email/supporter database, producing campaigns for visits, events, fundraising, memberships and animal stories.
- Develop suitable automated email journeys that encourage people to stay involved and take action.

Collaborations and creators

- Identify relevant organisations, creators and influencers, and develop collaboration ideas that fit Hopefield's values.
- Bring proposals to the CEO and wider team, test suitable opportunities and assess their contribution to our aims.

Marketing for our fencing business

You will manage digital marketing and social content for Best Equine & Agricultural Fencing Ltd., developing a distinct commercial audience and generating enquiries.

- Create content about completed projects, before-and-after results, gates, fencing, agricultural and commercial work.
- Produce project videos and customer testimonials, and develop local marketing and lead-generation campaigns.
- Track enquiries and use results to improve the business's digital marketing.

Experience and skills

We are looking for someone who combines practical content skills with the ability to grow an audience and improve digital marketing results.

- Proven digital marketing experience, with examples of content or campaigns and the results they achieved.
- Strong storytelling and copywriting skills, with confidence filming video, taking photographs and editing your own content.
- Experience managing Facebook, Instagram and TikTok, with an understanding of community building and current social trends.

- Confidence using YouTube and YouTube Studio to publish content, understand audiences and improve performance.
- Experience with paid social advertising/PPC, plus knowledge of email marketing and website conversion.
- Strong analytics and reporting skills, with the ability to explain what is working and what needs to change.
- Creative ideas, curiosity and a willingness to test, learn and adapt.
- The organisation and independence to maintain a consistent content schedule and manage competing priorities.
- Good relationship-building skills and the ability to work closely with busy animal caregivers, staff and volunteers.
- Commercial awareness and an understanding of how content can support both charitable fundraising and business income.
- Comfort appearing on camera when appropriate and working in a busy animal sanctuary environment.

An interest in livestreaming is important; practical Twitch or livestreaming experience is desirable. Experience in an animal charity, sanctuary, visitor attraction, tourism or fundraising role would be useful, but is not essential. We care about the quality of your work, your ability to grow an audience and your understanding of our mission.

Measuring success

Success will be measured by what people do after seeing our content: whether they watch, engage, share, visit our websites, book, donate, become members or enquire about fencing.

You will produce a monthly digital performance report covering reach, engagement, video performance, community growth, website traffic, conversion, campaigns and income where attribution is possible. Reports should explain what worked, what did not and what should happen next.

We want a sustainable flow of authentic content, an engaged community and clear evidence that digital activity supports Hopefield's work. The first 90 days will establish reliable baselines. Percentage growth targets will be agreed after the audit, once the starting point is understood.

Goals for your first year

By three months

- Complete the digital and social-media audit and establish a measurement baseline.
- Build strong relationships with the animal team and wider staff and establish a reliable content-capture system and calendar.
- Identify Hopefield's strongest content opportunities and represent its sanctuary identity accurately.
- Establish weekly substantial YouTube videos, regular Shorts and the initial Twitch programme.

By six months

- Demonstrate sustained growth in reach and video views, alongside stronger community participation.
- Establish regular YouTube formats and repeatable Twitch/livestream formats.
- Show progress in paid campaigns, search visibility, email marketing and the website booking journey.

- Demonstrate measurable contribution to bookings, donations, memberships, events and fencing enquiries.

By twelve months

- Build a substantial library of high-quality video content and an active, recognisable digital presence for Hopefield.
- Demonstrate improved conversion from social channels to website visits and income, with attribution where possible.
- Expand local, national and international reach by building on the content, campaigns and collaborations that work.
- Develop Best Equine & Agricultural Fencing Ltd.'s digital presence into a consistent source of enquiries.

Working at Hopefield

This is a practical role based primarily at Hopefield Animal Sanctuary in Brentwood, Essex, particularly during the initial months. You will work around animals, caregivers, staff, volunteers and visitors, spotting stories as they happen and turning them into content people want to follow.

As the sanctuary's digital operation becomes established, you will have scope to shape wider digital growth across the fencing business and other Hopefield activities and future projects.

How to apply

Please send your CV, a short covering letter and examples of your work. Include relevant short-form videos, YouTube content, accounts you have managed, editing work, campaigns and any Twitch or livestreaming experience. Tell us what you contributed and, where possible, the results.

Show us what you can create and how you would help more people discover and support Hopefield.

Hopefield Animal Sanctuary - creating better lives for animals and inspiring people to care.