**Job Description:**

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| **Post:** | ***Digital Marketing Officer*** |
| **Salary Grade (fixed salary):** | *Grade 4, Spinal Point 15 - £26,199.43* |
| **Responsible to:** | *Director of Marketing and Admissions* |
| **Responsible for:** | *N/A* |
| **Location** | *Although the postholder will be based mainly at the South Downs Campus, there may be events and projects that require travelling to all other College sites as and when necessary.s* |

**Key Purpose:**

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| **1** | Produce, plan and carry out the overall digital marketing strategy. With a view to strengthening the College’s digital offer and online marketing activity across a broad range of channels. |
| **2** | Create a content strategy for all the digital platforms. Schedule social media campaigns monitor/analyse and report on statistics regularly.  |
| **3** | Manage and optimise the College website with a focus on, SEO, strategic development, creative content, analytics and tracking. |
| **4** | Drive our online presence forward through innovative content and relationship management with staff and external agencies. |

**Key Responsibilities and Accountabilities:**

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| **A** | Oversee the continuous improvement of all digital assets, including College website and social media accounts, driving consistent, relevant traffic and leads from these channels.   |
| **B** | Create a digital content operational plan to build the College's social media profiles, presence and customer engagement across Facebook, Twitter, LinkedIn, You Tube and any additional channels as relevant. Ensure that the content is targeted, original and engaging. |
| **D** | Develop customer journey mapping – analysing touchpoints to maximise communication opportunities and efficiencies. |
| **E** | Manage the website CRM system, to optimise data capture opportunities and ensure adherence to GDPR / PECR legislation. |
| **C** | Review individual departmental online activity (individual curriculum team Facebook pages, etc). To ensure brand adherence. |
| **F** | Manage internal relationships to share best practice, provide social media training where necessary and ensure the smooth running of the website. |
| **G** | Ensure all digital content is optimised on an on-going basis to ensure a high search engine ranking. Devise manage and monitor Search Engine Marketing including PPC and remarketing campaigns for maximum reach and lead generation. |
| **H** | Measure ROI and impact using analytics and tracking tools. Measure competitor activity and make informed decisions for improvements and dissemination of good practice. |
| **I** | To work as part of the Marketing Team, participating fully in events including Open Evenings and College Experience Days which may involve occasional evening and weekend work. Show willingness to work with other members of the team on special projects. |

**Cross-College Responsibilities and Accountabilities:**

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| **1** | Participate in Performance Management and professional development activities as required.  |
| **2** | Value and promote diversity and equal opportunities. |
| **3** | Work within health and safety guidelines and be aware of your responsibilities for health and safety.  |
| **4** | Fully support and adhere to the College approved strategies, policies and procedures. |
| **5** | Be responsible for safeguarding and promotion of the welfare of children, young people and vulnerable adults.  |
| **6** | Support the College’s quality initiatives, promoting the values of the College and ensuring that outputs meet quality standards |
| **7** | Provide the best possible service to customers (both internal and external) in line with College standards. |

This job description is current as at the date shown below.

In consultation with you, it is liable to variation by management to reflect or anticipate changes in or to the job. You are liable to undertake such other duties as may reasonably be required of you, commensurate with your grade, at your initial or present place of work or at any other of the College’s operational sites.

**Person Specification**

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| ***QUALIFICATIONS & TRAINING*** | ***Essential*** | ***Desirable*** | ***How assessed*** |
| *A Degree or relevant experience in Digital Marketing, Multi-media, e-Commerce or other relevant subject* | *Yes* |  | *A* |
| *A professional marketing qualification e.g. CIM or IDM or Google.* |  | *Yes* | *A* |
| ***KNOWLEDGE, EXPERIENCE & UNDERSTANDING (CURRENT)*** |  |  |  |
| *Experience in a digital marketing and website management.* | *Yes* |  | *A/I* |
| *Ability to develop and deliver information to a range of audiences using segmentation and data selection.* | *Yes* |  | *A/I* |
| *Understanding of and ability to use HTML* |  | *Yes* |  |
| *Using analytics to monitor and inform future campaigns and trends.* | *Yes* |  | *A/I* |
| *Web content creation* | *Yes* |  | *A/I* |
| *SEO knowledge and understanding.* | *Yes* |  | *A/I* |
| *Experience with CRM software in order to generate traffic, and convert to leads* | *Yes* |  |  |
| ***SKILLS & ATTRIBUTES*** |  |  |  |
| *Excellent communication skills, both written and verbal* | *Yes* |  | *A/I* |
| *Strong administrative and organisational skills* | *Yes* |  | *A/I* |
| *Excellent proof reading skills* | *Yes* |  | *A/I* |
| *A flexible, self-motivated and proactive approach; able to react quickly with innovation and initiative to changes in circumstances and environment* | *Yes* |  | *A/I* |
| *Photography, video editing or design skills* |  | *Yes* | *A/I* |
| *Project management* | *Yes* |  | *A/I* |
| *Excellent IT skills – Excel, Word, PowerPoint, Content Management Systems.* | *Yes* |  | *A/I* |
| *Access to own vehicle and full driving licence* | *Yes* |  | *A* |

Key to assessment methods: A = Application I = Interview P = Presentation W = Written assessment