

Job description

Job title:	Digital Marketing Executive
Reports to:	Digital Marketing Manager
Title holder:	TBC
Grade:	2
Salary	£27,000 per annum

Key Summary

Support the Digital Marketing Manager by facilitating the day-to-day management of our digital channels with wider stakeholders, while planning and producing a range of digital content to support our corporate objectives and content plan.

Organisation chart

Reports to the Digital Marketing Manager.

Principal accountabilities

- Support the planning, production and creation of a programme of digital content across all our digital channels (websites, social, email etc.).
- Co-ordinate, plan and publish content across our digital channels; training and sharing knowledge wherever possible, empowering teams to manage with ad-hoc support.
- Advocate and encourage innovative ways of digital content delivery, using a range of channels / techniques (lists, infographics, slideshares, quizzes, blogs etc.) and tools (video, webinars, podcasts etc.).
- Prioritise and schedule work effectively to ensure the most important tasks get done; anticipate problems and adjust the allocation of resources and time accordingly.
- Maintain a professional inward and outward facing approach to colleagues, members and the public with a proactive, accessible and constructive manner.
- In fulfilling the above, represent our best interests at all times.

Key responsibilities and duties

- Initiate suggestions, develop creative ideas and manage our digital content calendar for all our audiences and stakeholders.
- Lead on the management of our digital channels; training and sharing knowledge wherever possible, empowering teams to manage with ad-hoc support, including but not exclusively web, email and social media.
- Research, co-ordinate and execute digital content, working with colleagues / teams and external stakeholders when required.

- Plan, prioritise and deploy digital resources to meet needs accordingly to ensure digital content management is completed with digital service level agreement.
- Create awareness and interest within our audiences and stakeholder groups, driving traffic to engage with digital content.
- Contribute to and work with the marketing team and stakeholders to develop, manage and implement the digital side of integrated marketing campaigns.
- Contribute to and work with other departments, including Policy, Public Affairs and Events, to support and deliver the digital side of other campaigns.
- Manage, evaluate and advocate the use of digital marketing data and statistics as required to fulfil your role and support your business area, using CRM and other systems as necessary.
- Participate in regular departmental and cross departmental progress meetings.
- Proof read as required to support the role and the wider team.
- Work with contractors, suppliers and freelancers as authorised to support the role.
- Remain current with our policies and procedures.
- Act responsibly with data held by CIEH that you may have access to as part of your role, adhering to the provided guidelines and policies and reporting any concerns or possible breaches to CIEH's Data Compliance Officer.
- Attend events, committee meetings and functions as and when appropriate.
- Such other duties within the job holder's capability as may be required from time to time.
- To act responsibly with data held by CIEH that you may have access to as part of your role, adhering to the provided guidelines and policies and reporting any concerns or possible breaches to CIEH's Data Compliance Officer.

Person specification

Essential

- Educated to degree level, ideally in marketing or communications, or significant experience of working in a digital marketing role.
- Energy, enthusiasm and proven experience in producing digital content and digital best practice, preferably with a membership organisation.
- Experience using web content management systems, preferably Umbraco or .NET commercial solutions.
- Experience developing email marketing campaigns, preferably Dotmailer or similar web-based solutions.
- Experience developing and managing social media campaigns across channels such as Twitter, Facebook, LinkedIn and Instagram, using tools like AgoraPulse / Hootsuite.
- Experience of photography and using web and image editing packages, such as Adobe Photoshop.
- Experience of video production, including filming, editing (preferably using Final Cut Pro or similar) and delivering via channels such as YouTube.
- Experience delivering webinars, preferably using GoToWebinar or similar.
- Able to establish and maintain effective working relationships with other departments, members and suppliers.
- Understanding of digital analytics and metrics, their importance and the tools to monitor, manage and evaluate them, like: Google Analytics, Dotmailer and AgoraPulse / Hootsuite.
- Able to deliver a range of concurrent projects, on-time and to budget.

- Exceptional organisational and time management skills with the ability to prioritise and structure work schedules.
- Good written and oral communication skills.
- Good proof-reading skills.
- Excellent attention to detail.

Desirable

- Relevant digital marketing qualification and/or training.
- Experience of working with CRM systems, for example Microsoft Dynamics 365.
- Experience of using SharePoint.

The following behaviours and characteristics have been identified as key to success in the role:

- **Manages relationships and team working:** able to build and maintain effective working relationships with a range of people. Work co-operatively with others to be part of a team, as opposed to working separately or competitively
- **Leads creativity:** fosters imagination, creativity and experimentation, takes and promotes considered risks, celebrates creative success and learns from failure, shows openness to alternative ways of doing things
- **Communication:** able to express ideas clearly and adapt communication style to the needs of others by using a range of styles and approaches appropriate to the audience and the nature of the information. The ability to understand the effect on others of one's own personal style of communication
- **Planning and organising:** is able to think ahead in order to establish an appropriate course of action for self and others. Prioritises and plans activities taking into account all relevant issues and factors such as deadlines, staffing and resource requirements
- **Maximises business effectiveness:** seeks value for money, sets realistic budgets and manages them effectively, considers the business implications of decisions, avoids waste and challenges under use of resources

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