**Digital Marketing Manager**

**Job Description and Person Specification**

**Job purpose**

This role is responsible for developing, growing and managing digital marketing campaigns across a range of platforms to meet the business needs. The role is also responsible for developing our digital strategy, PPC campaigns, Search Engine Optimisation, creating rich content, developing landing pages, updating website, and our conversion activity using, for example through emails (via Pardot).

**Reporting to:** Director of Marketing & Business Development

**Direct reports:** None

**Key responsibilities**

* Develop and implement appropriate digital and social media strategies to achieve marketing and business growth targets
* Design, plan and implement innovative and effective digital media campaigns in support of and aligned with business development goals
* Establish a strong web presence to boost our brand awareness and ensure we are optimising website content, landing pages and paid search copy
* Development, launch and optimisation of various PPC campaigns, running accounts on search platforms (e.g. Google AdWords, Bing) including the monitoring of budget and adjusting bids to gain better ROI
* Maintaining and developing partnerships with PPC ad platforms and vendors
* Develop, plan and execute successful SEO strategies
* Direct off-page optimization projects (e.g. link-building)
* Manage, curate, create and publish original, high quality content (e.g. website, landing pages, blogs, press releases, emails and podcasts), using keyword research to inform and guide decisions as to content materials
* Manage conversion activities (e.g. using Pardot)
* Track KPIs to assess performance, pinpoint any issues of over/underperformance and make recommendations for further promotional or remedial action, as appropriate
* Produce regular reports for management (e.g. dashboards on PPC CPLs, traffic, rankings and other SEO aspects) to inform strategic marketing planning and decision making
* Liaise with Marketing Brand Manager to ensure integrated campaigns are developed and brand consistency
* Undertake continuing professional development to ensure we stay up-to-date with digital media developments

**Other considerations:**

* Due to the nature of the post, the holder may be expected to work flexible hours in order to attend certain company events.
* This post requires an enhanced DBS clearance to be renewed every three years as S4E works closely with children and schools. Other appropriate checks and safeguards may also be required.
* The role will require a highly flexible, innovative approach.
* A full driving licence is required together with access to legal use of a car and insurance appropriate to use the car for business purposes as well as travel to and from work.

**Person Specification – Digital Marketing Manager**

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| **Factors** | **Essential** | **Desirable** | **Assessment Method** |
| **Qualifications** | *Note: although there are no essential qualifications for the role it is highly desirable to have appropriate marketing qualifications.* | UK Degree or equivalent experience, preferable in marketing, business or a related field.  Membership of appropriate professional body | CV  Copies of relevant certifications provided before/at interview |
| **Training** | Evidence of Continuing Professional Development, especially related to web and digital marketing and business development | Management and leadership development skills  Business, legal and commercial skills | CV  Interview |
| **Experience** | Proven track record (with quantifiable evidence) and experience of:   * Working as a digital media specialist or digital marketing manager * Setting up and running PPC campaigns (without agency support through e.g. Adwords) * Knowledge of setting up tracking URLs to support a data driven marketing approach * Working knowledge of standard and current SEO practices * Experience with relevant SEO tools and web analytics tools (e.g. Google Analytics, WebTrends) * Knowledge of website development, HTML/CSS and Wordpress * Experience of using emails for conversion activities * Knowledge of email software, e.g Pardot * Hands of experience using social media for brand awareness * Ability to identify target audience preferences and build content to meet them * Control, management and use of data to develop and implement targeted marketing campaigns * Entrepreneurial skills, innovation and market development * Experience of using Salesforce | Knowledge and experience of the English schools market place  Knowledge and experience of educational services marketing  Knowledge of local area – Birmingham/W Midlands  Prior experience of working for charity or not for profit sector | CV  Interview |
| **Knowledge and Skills** | Excellent written and spoken communication skills  Excellent analytical and project management skills  Strong organisational skills, including the ability to manage multiple channels simultaneously.  Excellent IT skills including proficiency in MS Word and MS Excel, e-mail and CRM systems | High level of tactical marketing skills | CV  Interview |
| **Personal Qualities** | Innovative and self-motivated  Ability to work flexibly and manage own workload  Ability to work under pressure and meet deadlines  Ability to work collaboratively with peers and senior executives, stakeholders and customers    Ability to work effectively as part of a small team  Proactive and solution focused  High level of integrity, honesty and professionalism  Comfortable and able to work in and with schools  Deal sensitively with people and resolve conflicts  Seek advice and support when necessary  Strong interpersonal and influencing skills | Ability to think strategically and develop initiatives that support wider business development and continuous improvement. | CV  Interview |
| **Other** | Strong personal commitment to diversity and inclusion  A willingness to share and embrace the charity’s principles and values |  | CV  Interview |