

Digital Marketing Manager (Maternity Cover) Job Description and Person Specification

JOB TITLE: Digital Marketing Manager (Maternity Cover)

SALARY RANGE AND BENEFITS: Up to £38,000

Benefits include: pension, life assurance, retail discounts, health cash plans, 24/7 free and confidential Employee Assistance Programme, ongoing Continuing Professional Development opportunities and more.

REPORTS TO: Director of Marketing and Business Development

DIRECT REPORTS: Digital Content Coordinator

Job purpose

Are you looking for a dynamic marketing role with the opportunity to make a real difference? Then Our Digital Marketing Manager role could be for you!

This role is responsible for developing, growing and managing digital marketing campaigns across a range of platforms to meet 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).

Key responsibilities

- Design, plan and implement innovative and effective integrated marketing campaigns in support of and aligned with business development goals
- Maintain 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)
- Working with the Digital Content Co-ordinator 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 in-house Designer to ensure integrated campaigns developed are on brand
- Undertake continuing professional development to ensure we stay up-to-date with digital media developments
- Line Management of Digital Content Coordinator

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 SFE 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 (Maternity Cover)

Factors	Essential	Desirable	Assessment Method
Qualifications	<i>Note: although there are no essential qualifications for the role it is highly desirable to have appropriate marketing qualifications.</i>	UK Degree or equivalent 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: <ul style="list-style-type: none"> • 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 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

	<ul style="list-style-type: none"> • 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 • Campaign planning and management experience • Line management experience • Agency management experience 		
Knowledge and Skills	<p>Excellent written and spoken communication skills</p> <p>Excellent analytical and project management skills</p> <p>Strong organisational skills, including the ability to manage multiple channels simultaneously.</p> <p>Excellent IT skills including proficiency in MS Word and MS Excel, automated e-mail and CRM systems</p> <p>High level of tactical marketing skills</p>		CV Interview
Personal Qualities	<p>Innovative and self-motivated</p> <p>Ability to work flexibly and manage own workload</p> <p>Ability to work under pressure and meet deadlines</p> <p>Ability to work collaboratively with peers and senior executives, stakeholders and customers</p> <p>Ability to work effectively as part of a small team</p> <p>Proactive and solution focused</p> <p>High level of integrity, honesty and professionalism</p>	<p>Strong interpersonal and influencing skills</p> <p>Ability to think strategically and develop initiatives that support wider business development and continuous improvement.</p>	CV Interview

	<p>Comfortable and able to work in and with schools</p> <p>Deal sensitively with people and resolve conflicts</p> <p>Seek advice and support when necessary</p>		
Other	<p>An awareness, understanding and strong personal commitment to equal opportunities</p> <p>A willingness to share and embrace the charity's principles and values</p>		<p>CV Interview</p>