

Candidate Information

Position:	Digital Marketing Officer
School/Department:	Faculty Office EPS
Reference:	21/108670
Closing Date:	Friday 19 March 2021
Salary:	£28,331 to £32,817 per annum
Anticipated Interview Date:	Wednesday 31 March 2021
Duration:	2 years

JOB PURPOSE:

Working as part of a Faculty based student recruitment team, the Digital Marketing Officer will create and implement exciting and innovative campaigns across all forms of digital media and continuously develop and maintain all digital channels utilised, including but not limited to, internet and social media. Using evidence based analytics, the Digital Marketing Officer will create effective communications to enhance the University's reputation and attract high quality students from across the world.

MAJOR DUTIES:

1. Work independently to design and run Faculty advertising campaigns across all digital platforms, managing devolved advertising budget, maximising return on investment and recruitment outcomes.
2. Develop and maintain an efficient lead management process through the University CRM system (Microsoft Dynamics) designed to maximise lead and applicant conversion through all touchpoints of the University.
3. Create and implement high quality content for digital channels for a variety of audiences, producing written and rich content including engaging copy, images, audio and video and maintain it through the University's content management and asset management systems.
4. Working with the central CRM team, develop an in-depth understanding of how the target audience finds, consumes and shares influential content. Produce detailed analysis of how the target audience's relationship with the University/Faculty evolves over time and how this knowledge can be exploited to improve the performance of digital channels.
5. Use social media channels within Faculty to maximise levels of engagement and contribution towards recruitment targets. Leveraging previous experience of online analytics and supported by the central digital team, build accurate and evidence-based insights into user behaviour that informs decision making at a strategic level. Use insights gained to optimise the user journey and enhance conversion rates / performance.
6. Develop detailed quarterly digital content plans which align with and support the Faculty's annual marketing and student recruitment plan.
7. Develop and maintain personal skill set to maintain high level of competency in using the University's content management systems and any tools that might be implemented in the future.
8. Be familiar with the University's Digital Governance policies, standards and procedures. Provide input to steering committees and working groups responsible for developing digital standards, approving digital guiding principles and implementing governance frameworks. Ensure all content developed maintains brand and message consistency across all digital channels used and is within University digital governance.
9. Contribute to the messaging and other marketing and communications plans of the Faculty.
10. Produce clear and concise written material for the web that follows the University's policies and standards for digital content, accessibility, user experience, search engine optimisation and mobile optimisation. Create new content and enhance edit and re-use legacy content where appropriate.
11. Monitor new digital trends and techniques to ensure the Faculty's communication objectives are delivered in an innovative and effective way. Consult with University digital steering committees and working groups to ensure digital innovations are delivered within University Digital Governance Framework.

12. Build relationships and work effectively with Faculty and University staff to develop appropriate web content to promote the Faculty and implement the use of new digital and social media.
13. Provide specialist advice on digital communications to Schools within Faculty, to include adherence to style guidelines and editorial procedures, basic web writing and SEO optimisation for non-digital staff.
14. Undertake other duties and responsibilities to support the goals of the Student Recruitment Hub as required by the Business Development Manager and other senior colleagues.
15. Form part of the in-house resource for technical, design and content knowledge.
16. Maintain policies, procedures and working practices for University-wide social media activity, flagging and acting upon bad practice as required.

Planning and Organising:

1. Ensure that all digital content continues to be developed and improved over time in response to University developments, user feedback and technological trends and advancements.
2. Excellent time management skills with the ability to prioritise workload and meet multiple deadlines.
3. Ensure the needs of all internal customers are met within agreed deadlines.

Resource Management Responsibilities:

1. Ensure content production is delivered within the set budget.
2. Imaginative and capable of achieving results using limited resources.

Internal and External Relationships:

1. Regular liaison with relevant academic and support staff in Schools.
2. Faculty staff, Information Services, Digital team within central Marketing, Recruitment, Communications and Internationalisation Directorate.

ESSENTIAL CRITERIA:

1. *A degree, HND or NVQ level 4 qualification in a relevant subject with a minimum of 2 years' recent relevant experience in a stand-alone digital marketing role OR extensive (min of 4 years) recent relevant experience developing digital marketing strategies and solutions in support of sales or recruitment activities.
2. *Comprehensive knowledge of innovative and emerging Digital Marketing channels and tools to include experience of SEO, PPC advertising, digital media channel management and CRM, online analytics and social media management Track record of running effective PPC campaigns or Google Ads accreditation.
3. *Proven experience analysing and interpreting various data sets in preparation of digital marketing reports which informs return on investment decision making.
4. *Extensive experience of delivering creative and innovative approaches and solutions to digital media challenges.
5. Demonstrable Customer Centric approach to Digital Marketing with experience of interpreting customer requirements and building support and enthusiasm for new digital marketing initiatives.
6. Comprehensive knowledge and understanding of the digital marketing landscape, including recent trends and developments.
7. Proven ability to work effectively as part of a team taking responsibility for delivery of your area of responsibility on time and within budget.
8. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
9. Outstanding writing, editing and proof-reading skills, with the ability to produce high-quality accurate work to tight deadlines and adapt editorial style to a wide range of audiences.
10. Good verbal and written communication skills together with an ability to explain complex issues.
11. Commitment to providing high standards of service at all times.
12. Drive, enthusiasm and commitment.
13. Good team worker with a flexible approach.
14. Ability and willingness to work flexible hours to meet the needs of managing the service (i.e. evenings, weekends and public holidays).

DESIRABLE CRITERIA:

1. A degree, HND or NVQ level 4 qualification in a relevant subject with 3 years' recent experience in a stand-alone digital marketing role.
2. A postgraduate degree or equivalent professional qualification in digital media, multimedia design and production or digital marketing.

3. 3 years recent relevant experience in a stand-alone digital marketing role.
4. Experience of youth / student marketing, particularly in a higher education context.
5. Experience of video and / or multimedia content development.
6. An understanding of the complexities of marketing Higher Education in domestic and international markets.