

JOB DESCRIPTION

POST TITLE: DIGITAL MARKETING MANAGER
POST NUMBER: WREQ3652
SALARY: MANAGEMENT SPINE

JOB PURPOSE

The implications of COVID-19, the economic climate and the Government White Paper for skills mean that the Weston College Group needs to develop a highly proactive approach to the digital agenda moving forward. The postholder will manage digital marketing/infrastructure.

KEY TASKS, DUTIES, AND RESPONSIBILITIES

Your tasks, duties, and responsibilities include the following:

- Management of the Weston College Group's digital advertising, including websites, social media platforms and email marketing.
- Devise, run and manage digital campaigns (both paid and organic) that deliver results to target in line with KPIs.
- Lead on marketing automation activities making the most of digital tools to streamline processes and assist with moving prospects along the sales funnel.
- Providing line management to the Lead Marketing Officer - Web Development and Marketing Assistant.
- To deputise in the absence of the Marketing and Communications Director.
- Leading and managing the relationship with the digital support agencies.
- Enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers to drive more sales pipeline across all the stages of the funnel.
- Ensuring the correct and consistent articulation of Group and individual brands desired image/s and position from a digital perspective.
- Lead on the conversion rate optimisation of digital content to increase the leads / sales driven from individual areas or specific campaign pages across our website.
- Ensuring our websites are fully optimised and performing to the highest level.
- Diversifying the channel mix and thinking through user/consumer behaviour/journeys and channel attribution to drive performance and growth.

JOB DESCRIPTION

- Keeping informed of developments in the fields of digital marketing, communications and public relations to help the Group operate with initiative and innovation.
- Awareness of changes to the education landscape and identifying the best practice to optimise online marketing performance or changes plans accordingly.
- Oversee all e-mail marketing content and optimise its impact as part of the sales process.
- Lead on SEO strategy - conducting site recommendations for SEO best practice, liaising with the Marketing and Communications team to project manage the implementation, to ensure the growth and stability of the Group's rankings.
- Analyse and optimise the end-to-end user experience (UX) across desktop & mobile devices and act as the ultimate 'web-editor'.
- Manage campaign and web analytics reporting, including our google analytics dashboard and use these to drive optimisations.
- Develop and manage digital team processes, tools, and documentation.
- To become the College's digital accessibility coordinator.
- In collaboration with the Marketing and Communication Director manage the digital marketing budget / spend and report on it.
- Be the department lead for compliance of ISO 27000 and GDPR.

REQUIREMENTS

- Strong knowledge of best practices in digital marketing, email marketing and website management/optimisation.
- Hands-on progressive digital marketing experience in a complex high growth business.
- An analytical mindset and critical thinking.
- Proven performance in marketing strategies to target, engage, and acquire audiences.
- Proven experience delivering digital campaigns which produce a clear return on investment.
- Spirit of curiosity and "how stuff works."
- Has successful track record of project and people management.

JOB DESCRIPTION

- Experience with Google Analytics, PPC platforms (both search engine and social media – particularly Facebook Business Manager), Mailchimp, WordPress and Drupal.
- Exhibits meticulous organizational skills.
- Excellent communication, presentation, leadership skills.
- Strong detail orientation, self-motivation and resourcefulness.

GENERIC TASKS, DUTIES, AND RESPONSIBILITIES

In addition to the above requirements, all representatives of the Team are required to:

- To complete all associated organisation and administrative work.
- To participate in both internal and external staff development as appropriate.
- To meet the requirements of the Health & Safety at Work Act 1974 and the College's Health and Safety Procedure.
- To be prepared to operate on a flexible year as required. Members of the team will be expected to work out of normal working hours as required by the job.
- Comply with Information Security requirements, in line with Weston College policy.
- Undertake such other duties as may be reasonably required, commensurate with the grade of the appointment.

HEALTH AND SAFETY

All staff have a duty to maintain the safe and clean conditions of their workplace area and to co-operate with Weston College on matters of Health and Safety. This will include assisting with risk assessments and carrying out appropriate actions, as required. Staff are required to refer to Weston College's Health and Safety Policies in respect to their specific duties and responsibilities.

STAFF DEVELOPMENT

All staff are required to participate fully in Weston College's staff development programmes and they have a responsibility to identify their own professional development needs in conjunction with their line manager.



JOB DESCRIPTION

CONDITIONS OF SERVICE

The College standard Contract of Service for management staff applies.

SALARY

Management Spine, Points B-0: £32,726.00 to £34,805.00 per annum

HOURS

Hours of attendance: Full-time, 37 per week.

Annual leave: 318.5 hours per annum, inclusive of statutory bank holidays and college closures.

The College reserves the right to direct up to 5 days of your annual leave entitlement for efficiency purposes.

Due to the nature of this post, a flexible approach to working hours will be required, including evenings and occasional weekend work to meet the demands of the post.

Weston College is committed to safeguarding and promoting the welfare of children, young people, and vulnerable adults, and expects all staff and volunteers to share this commitment.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Five GCSEs at Grade 4 or above (or equivalent), including English and Mathematics. <i>All applicants must be able to provide evidence of a Level 2 Qualification in English and Mathematics, or be willing to undertake the Qualification whilst in post.</i>	✓	
Marketing/Communications related proven experiences.	✓	
A minimum of 3 years' experience of working in an environment allied to marketing and the digital agenda.	✓	
Excellent organisational skills and knowledge about event management.	✓	
A minimum of 2 years' experience of managing a team.		✓
Effective communicator: Highly developed written and verbal communication skills.	✓	
Ability to collate, analyse and interpret data.	✓	
A team player.	✓	
Significant knowledge of digital technologies and the use of social media as an effective communications platform.	✓	
Experience of working in the education marketing environment.	✓	
The ability to manage multiple deadlines and prioritise workloads within a busy environment, responding to planned and ad-hoc project	✓	
Excellent Microsoft Office skills.	✓	
The ability to promote a culture of quality, partnership and innovation.	✓	
A "good eye" for agility in system development	✓	
Highly motivated.	✓	