



JOB DESCRIPTION

POST TITLE: DIGITAL MARKETING GRADUATE
(FIXED TERM FOR ONE YEAR)
AREA: WEST OF ENGLAND WORKS
REFERENCE: WREQ 0975
GRADE: GRADUATE TRAINEE SCALE

This position is funded by the Big Lottery Fund and the European Social Fund.

JOB PURPOSE

Working within the Digital and Creative Team, as the Digital Marketing Graduate, you will be assisting the implementation of the West of England Works' digital marketing strategy across the full range of digital disciplines, including website, social media, broadcast email and pay-per-click advertising.

KEY DUTIES AND RESPONSIBILITIES

As the Digital Marketing Graduate, you will be:

- Maintaining and updating content across all relevant websites using the Content Management System (CMS; Drupal/Wordpress), ensuring that content is fresh, engaging and relevant;
- Rewriting and optimising content for web, social media and wider digital use, ensuring it is appropriately worded for the target audience and distribution method;
- Responding to content change requests from stakeholders, whilst ensuring that the user experience and Search Engine Optimisation (SEO) are not negatively impacted;
- Assisting with the administration of search engine optimisation activity, ensuring that best practice is adhered to, in line with the digital marketing strategy;
- Assisting with the full lifecycle of digital campaigns across a range of digital platforms, including social media, email and pay-per-click;



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- Supporting the production and physical administration of organic and paid social media activity as per the editorial calendar and in line with the social media strategy;
- Supporting the production, administration and monitoring of broadcast email activity, through the email marketing platform;
- Producing internal reports, analysing the effectiveness of digital campaigns and proactively monitoring competitor activity to identify strategic changes;
- Acting as a 'champion' for digital marketing, encouraging a digital first approach where appropriate.

GENERIC DUTIES

In addition to the above requirements, all members of the Digital and Creative Team are required to:

- Complete all associated organisation and administrative work;
- Participate in both internal and external staff development as appropriate;
- Meet the requirements of the Health & Safety at Work Act 1974 and the College's Health and Safety Procedure;
- 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;
- Undertake such other duties as may be reasonably required, commensurate with the grade of the appointment.



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SUPERVISION RECEIVED

Digital and Creative Manager (Line Manager).

SALARY

Graduate Trainee Scale: £14,580.00 – £16,428.00 per annum.

CONDITIONS OF SERVICE

The College standard Contract of Service applies.

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

Annual leave: 281.5 hours (38 days) per annum, inclusive of statutory bank holidays.

SPECIAL NOTES AND CONDITIONS

Due to the nature of this post, a flexible approach to working hours will be required, undertaking 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.

As a member of Weston College, you will be committed to develop your technical skills to enhance learning, including use of the virtual learning environments and classroom equipment.

PERSON SPECIFICATION

GRADUATE TRAINEE - DIGITAL MARKETING	ESSENTIAL	DESIRABLE
Five GCSEs at grade C or above (or equivalent), including English Language and Mathematics. <i>All applicants must be able to provide evidence of a Level 2 Qualification in Mathematics and English Language, or be willing to undertake the qualification whilst in post.</i>	✓	
Relevant Digital Marketing Degree or an appropriate Professional Digital Marketing Qualification at Level 4 or above.	✓	
Experience of working on digital campaigns in a commercial setting.		✓
Excellent skills in writing copy, editing and proof reading.	✓	
Understanding and passion for digital marketing, both paid and organic.	✓	
Experience of administering web content using a CMS.	✓	
Understanding of search engine optimisation best practice.	✓	
Effective communicator, with a high-level of interpersonal skills.	✓	
Ability to collate, analyse and interpret data.	✓	
Ability to manage multiple deadlines and prioritise workloads within a busy environment, responding to planned and ad hoc project requirements.	✓	
Strong organisational and team work skills.	✓	
Experience using both MAC and PC computer platforms.	✓	
Excellent Microsoft Office skills.	✓	
Ability to use own initiative and pro-actively approach all projects.	✓	
Ability to promote a culture of quality, partnership and innovation.	✓	
Experience using Adobe Creative Suite.		✓