



## Job Description

<b>Job title:</b>	<b>Digital Marketing Executive (0.6 FTE)</b> <b>Salary level circa 24K p.a pro rata</b>
<b>Reporting to:</b>	Director of Marketing & Communications
<b>Responsible for:</b>	N/A

### Purpose and Scope of Role

The Digital Marketing Executive plays an important role in building awareness about the impact and benefits of Active Gloucestershire's programmes, products and services, helping to ensure that everyone in Gloucestershire is active every day. The role will develop and manage digital marketing channels, in particular producing and publishing content for social media, web and emails, as a key player in the execution of an integrated marketing strategy.

### Primary responsibilities

- Responsible for developing and executing digital marketing activities and campaigns across digital channels and media in line with brand values and business development objectives
- Manage social media planning and content for all relevant social media channels
- Maintain and update website, including optimization of web pages, landing pages, conversion strategies and technical requirements, working with agencies and partners
- Manage and measure integrated campaigns to include online such as search, affiliate, email, social media, PPC, AdWords and SEO
- Report on results and set KPIs, in cooperation with the Director of Marketing & Communications, and implement within dashboards
- Identify opportunities and new ideas to boost brand awareness and growth through digital brand communication, working with the PR/Events specialist
- Produce training and best practice guides to manage content and relevant systems
- Use customer insight to monitor visitor engagement and change content in line with customer requirements.
- Produce video, graphics and imagery



### General responsibilities

- Promote Active Gloucestershire's vision, mission and values at all times
- Contribute expertise and experience to the charity's strategy and business planning to support the organisation's development and success
- Represent Active Gloucestershire at networking events and meetings
- Prepare reports and give presentations
- Meet with your line manager on a regular basis to review progress towards agreed objectives, providing verbal and written reports as required
- Be responsible for implementing all relevant policies and procedures
- Perform any other duties as reasonable requested from time to time

### Person Specification

Person Specification	
Criteria	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Good understanding of online marketing techniques</li> <li>• Knowledge of SEO experience, on-page optimisation, technical SEO and link-building best practices</li> <li>• Knowledge of data analytics and processes</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Digital Marketing Qualification, minimum Level 4, and at least one year's experience (Marketing degree desirable)</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Ability to produce and repurpose a variety of content across channels, including blog posts, newsletters, email campaigns and social media</li> <li>• Basic video, image and graphics production skills (InDesign, Illustrator, Photoshop and CSS skills desirable)</li> <li>• Understanding of user engagement and social media, including listening practices</li> <li>• Ability to set up and monitor AdWords and PPC campaigns</li> <li>• Ability to interact with engaging content across social media</li> <li>• Ability to represent the company with the right messages</li> <li>• Able to debate content and be the customer's voice</li> <li>• Analytical skills including Google Analytics</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven track record of delivering multi-level/channel initiatives and campaigns</li> <li>• Experience of working with Graphic Designers, including for Infographics and Interactive graphics</li> <li>• Copywriting experience for all channels including web, email marketing and off-line.</li> <li>• Experience and evidence of growing a social audience</li> </ul>

**Other**

- Proactive and results oriented, keeping up to date with the company's products, services and campaigns
- Creative, with passion for digital content across all platforms
- Clean driving licence
- Ability to travel to settings across the county
- Ability to work as part of a team and on own initiative
- Flexible attitude to work, including willingness to work evenings and weekends if required