



Candidate Information

Position: Digital Marketing Officer
School/Department: Faculty Office EPS
Reference: 23/111108
Closing Date: Wednesday 9 August 2023
Salary: £30,619 - £35,308 per annum.
Anticipated Interview Date: Friday 25 August 2023

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. 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. Develop and implement comprehensive digital marketing strategies across various platforms, including but not limited to social media, email marketing, search engine optimization (SEO) and pay-per-click (PPC) advertising.
2. Collaborate with cross-functional teams to define marketing objectives, identify target audiences, and create compelling campaigns that align with university goals.
3. Conduct thorough market research to identify industry trends, competitive landscape, and prospective student preferences, and leverage this knowledge to continuously refine marketing strategies.
4. Manage and optimise social media channels, including content creation, scheduling, monitoring, and engagement to drive visibility, engagement, and student acquisition.
5. Plan, execute, and analyse email marketing campaigns, including segmentation, A/B testing, and performance tracking to maximise open rates, click-through rates, and conversions.
6. Monitor website performance and user experience, and implement SEO strategies to improve organic rankings, increase website traffic, and enhance conversion rates.
7. Track, measure, and analyse key performance indicators (KPIs) across all digital marketing channels, and generate regular reports to evaluate campaign effectiveness, identify areas for improvement, and inform data-driven decision making.
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. Stay up to date with the latest digital marketing trends, tools, and best practices, and proactively propose innovative ideas and strategies to enhance brand presence and optimise campaign performance.
10. Undertake other duties and responsibilities to support the goals of the Student Recruitment Hub as required by the Student Recruitment Manager and other senior colleagues.

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. 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.