

Job Description

Post Title	Senior Digital Marketing Executive / Digital Marketing Manager
Salary	TBC.
Hours	Full-time hours operate for 37.5 hpw between 8.30am and 5.00pm, Mondays to Fridays inclusive of an unpaid lunch break of an hour. In addition, employees may be required to work such additional hours as may be necessary for the proper performance of their duties.
Reporting to	Marketing Manager
<p>The Organisation and our values: EduCare Learning Ltd is the UK's leading provider of essential duty of care and safeguarding e-learning.</p> <p>Our mission is to create a safer environment for children, young people and adults at risk. We are in the business of changing perceptions and behaviours through essential safeguarding and duty of care online interactive courses.</p> <p>Over 5,000,000 people have completed an EduCare course and we work with many recognisable household names, from Eton College to UK Athletics.</p> <p>In addition to EduCare's standard eLearning courses, we create bespoke online courses for organisations such as West Midlands Ambulance Service, Macmillan Cancer Support, Catholic Safeguarding Advisory Service and many more.</p> <p>EduCare Learning Ltd work with leading experts, partners and customers to distil their knowledge into our high quality, affordable interactive learning services. Our entire workforce is trained to be knowledgeable, skilled and customer-centric to support our promise of the best products, the very highest standards of customer service and a first-rate customer experience.</p> <p>EduCare is ISO9001:2015 certified, an Investor in People, independently verified for continuing professional development by the CPD Certification Service. EduCare has also achieved external accreditation from the Government's Cyber Essentials scheme and the IASME Consortium Information Assurance Governance Standard.</p>	
<p>The Role If you live and breathe digital marketing, we want to talk to you. We are looking for a Senior Digital Marketing Executive or Digital Marketing Manager to develop, implement, track and optimise our digital marketing campaigns across all digital channels.</p> <p>You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Digital marketing managers will work with the marketing team, supporting teams (such as sales) to launch campaigns on time and on budget.</p>	

Key Responsibilities and Tasks:

The main responsibilities are:

- Plan and execute all digital marketing, including SEO/PPC, marketing database, email, social media and display advertising campaigns
- Design and build our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimise spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Data management, analysis and reporting
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimise user experience
- Utilise strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimise user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Planning, managing and reporting on sales events
- Project managing the creation of sales collateral such as flyers and brochures

Health & Safety - The post holder must comply with Company's health and safety policy and in particular is required:

- To take reasonable care for their own health & safety at work and of those who may be affected by their actions or by their omissions.
- To cooperate with their line manager to work safely, to comply with health & safety instructions and information and undertake appropriate health & safety training as required.
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare.
- To report to their manager any health & safety concerns, hazardous condition or defect in the health & safety arrangements.
- This specific role is office based and will require the post holder to sit and use standard office VDU equipment for prolonged periods of time.

Person Specification

Skills, Experience, Abilities	<ul style="list-style-type: none">• 3+ years in a digital marketing or similar role – ideally in an online learning / technology industry.• Demonstrable experience leading and managing SEO/PPC, marketing database, email, social media and/or display advertising campaigns• Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate• Experience in optimising landing pages and user funnels• Experience with A/B and multivariate experiments• Solid knowledge of website analytics tools (e.g., Google Analytics, MOZ)• Working knowledge of Inbound Marketing tools such as CommuniGator and Hubspot• Experience in managing Google Adwords campaigns• Working knowledge of HTML• Strong analytical skills and data-driven thinking• Up-to-date with the latest trends and best practices in online marketing and measurement
Personal Qualities and Attributes	<ul style="list-style-type: none">• Drive and enthusiasm - 'can-do' attitude.• Passionate and motivated.• Have a real desire to excel in your career.• Resourceful, forward thinking and committed.• Resilient and perform effectively under pressure.• Self-aware and reflective.• Patience and empathy.• Dedicated to quality assurance.
Circumstances	<ul style="list-style-type: none">• Positive work attitude including flexibility to work longer hours during peak periods as required.• Educational/training background an advantage.
Equality and Diversity	Every employee is required to assist the Company meet its commitment to provide equal opportunities in employment and avoid unlawful discrimination. Post holders are accountable for carrying out all duties and responsibilities with due regard to the Company Anti-Harassment and Bullying and Dignity at Work policies.