**Job Description**

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| **Post Title** | Digital Marketing Executive |
| **Salary** | £22,000-£24,000 per annum |
| **Hours** | Full-time |
| **Reporting Lines** | This post reports to the Assistant Marketing Manager |

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| **The Organisation and our values:**  EduCare Learning Ltd is a leading provider of online learning for those people requiring essential safeguarding and duty of care training to help them meet regulatory compliance needs. With over 30 years of experience EduCare Learning Ltd works with leading experts, partners and customers to distil knowledge into high quality and affordable interactive learning services.  EduCare is committed to developing and delivering the very best products and services and is dedicated to customer service excellence. Our vision is to be the first choice when people require essential safeguarding and duty of care training to help them meet their legal and moral regulatory compliance needs and spread good practice.  We are compliant to BSI ISO quality and Investors in People standards. |

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| **Main purpose of role:**  The purpose of the role is to take responsibility for the daily maintenance of EduCare’s website and support the execution of email marketing campaigns with support from the Marketing Content Specialist.  The role involves daily website updates and new landing pages in line with marketing communications, ensuring new content is developed and current content enhanced, and responsibility for ensuring the e-commerce facility is functioning correctly.  The post holder will be expected to write SEO copy, develop specific new areas, and ensure that EduCare’s corporate identity and imagery are rigorously maintained.  The post holder will also be expected to manage incoming leads, validating and distributing to the sales team, using CRM – to support the growth of the business.  We wish to capitalise on the on-going development of our website (125+ pages) and continue to develop high quality SEO content, enhancing web traffic and search engine ranking to maximise its use as a sales and marketing tool. |

**Main Purpose of the Post**

* Create and upload copy and images for EduCare’s website, using EduCare’s content management system (CMS).
* Maintain (and where necessary continue to develop) the quality and consistency elements of web writing, navigation and visual treatment – ensuring accuracy, maintenance of house style and editorial policy.
* Assist with the execution of digital marketing campaigns
* Track and analyse website traffic flow and provide regular internal reports
* Conduct keyword research and web statistics reporting
* Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion
* Continually work on the Search Engine Optimization of the website.
* Fix any errors or bugs in online content
* Create online banner adverts and oversee pay per click (PPC) ad management
* Work on printed material to supplement online products
* Support the Marketing Content Specialist with the execution of email campaigns
* Using CRM or purchased data, create distribution lists for email communications or direct mail, ensuring c**ompliance** with **data** protection requirements
* Assist with validating and accurately recording incoming leads/opportunities using CRM, assigning follow-ups for the sales team in a timely, efficient manner
* Research and recommend new online media opportunities that may benefit the business
* Design website banners and assist with web visuals
* Contribute to social media engagement and brand awareness campaigns
* Use web analytics software to monitor the performance of EduCare’s website and make recommendations for improvement
* Assist with online lead enquiry capture - and assigning to sales team
* Assist with paid media - including liaising with external agencies and suppliers
* Assist with web development – including liaising with external web development agency
* Work closely with the Marketing Content Specialist and contribute to EduCare blogs and articles, infographics etc.
* Support the assistant marketing manager by helping to provide evaluative data using google analytics and other software as required.
* Regularly undertake work to deliver search engine optimisation via links, good content writing and good usability.
* Maintain corporate identity of all site areas.
* Duties which include processing of any personal data must be undertaken within data protection guidelines.

The above tasks are not an exhaustive list of duties and the post holder will be expected to perform different tasks as necessitated by their changing role within the organisation and the overall business objectives of the organisation.

**Person Specification**

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| **Qualifications** | An undergraduate degree in marketing (or a professional marketing qualification) |
| **Relevant experience** | Experience of between one and three years in digital communications and marketing. Experience or a qualification in graphic design an advantage. |
| **Knowledge, Skills and Abilities** | **Website/Email content and technical skills:**  You will a sound knowledge/practical understanding of:   * HTML/JavaScript. * SEO and techniques to enhance organic search engine rankings. * Web content management systems. * Web structures and clear navigation for websites with e-commerce functionality. * Web design principles, technologies, techniques and quality graphic design. * Web administration and maintenance. * Experience using CRM systems. * Building and executing emails using industry standard software packages Accessibility guidelines and writing accessible content. * Photo editing applications such as Adobe Photoshop and fireworks. * Creative Suite an advantage.   **Editing and writing skills**:   * Devise and edit content for various digital platforms. * Experience in crafting creative content for web delivery. * Excellent copywriting skills for all digital platforms. * Creating Powerpoint / Prezi presentations. * Good proofreading skills with precise attention to detail.   Proficient handling time-sensitive projects and working to deadlines  Excellent communication skills - both written and verbal.  Understanding of the sales and marketing environments and commercial activity.  Awareness of legal requirements – e.g. copyright and data protection.  Ability to work to deadlines, work on own initiative and have strong time management and organisational skills.  Computer literacy – MS Office, Search Engines and Adobe Acrobat. |
| **Aptitude** | Enthusiastic, hardworking, proactive and self-motivated.  Strong interpersonal skills and good team worker.  Passion, drive and dynamism.  Pleasant, helpful and can do attitude. |
| **Circumstances** | Have a very positive work attitude including flexibility and willingness to work some longer hours during peak periods as required |
| **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 Equal Opportunities & Diversity Policy |

**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 and 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 and safety instructions and information and undertake appropriate health and 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 and safety concerns, hazardous condition or defect in the health and safety arrangements.
* This specific role is office based and will require the post holder to sit and use standard office VDU and telephone equipment for prolonged periods of time.