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| **Profile Title:** | Digital Marketing Executive |  | | | | | |
| **Reports to:** | Sales and Marketing Manager |
| **Employee**  **Management:** |  |  |  | **Profile Ref:** |  | | |
| **Purpose of the Post** | | | | | | | |
| To assist in the delivery of our vision, ‘Inspiring people to lead active, healthy lives’, we must offer a fantastic, ‘customer focussed’ experience for members and users to be inspired to be active and healthy.  The Digital Marketing Executive will have responsibility for delivering a ‘customer focussed’ digital marketing function for Oldham Active by assisting in the planning, execution, and optimisation of our online, digital marketing efforts. As the Digital Marketing Executive, you will support the Marketing and Sales Manager and wider marketing team on a variety of activities to increase awareness and drive conversion across our portfolio of leisure centres.  The Digital Marketing Executive will collaborate with sales and marketing, business development and leisure centre teams to support strategic business objectives, as well as prospect/lead and customer/member requirements. The role requires the ability to work under pressure to tight timelines and demands excellent planning, communication and copywriter skills, with a strong eye for detail. You should relish the ability to work autonomously, managing the complete digital marketing offer from Oldham Active.  The role will be responsible for; designing, implementing, and monitoring digital marketing campaigns (utilising the following channels and mechanisms; web, social, App, email, SMS, SEO, PPC), analysing and optimising SEO/PPC campaigns, supervising content marketing campaigns, utilising social media networks (for traffic, awareness, and sales), coordinating the activities of all digital campaigns and setting goals and analysing the performance of all digital marketing channels. | | | | | | | |
| **Responsibilities** | | | | | | | |
| * Working as part of the Business Development Team you will support your manager in delivering the projects and objectives of your team * Working closely with your colleague’s ensuring that you make the right people aware of things at the right time and work together to deliver a ‘customer focussed’ first class service * Playing your part in communicating with other teams, both within your direct team and outside of that to ensure that services and products we provide to our customers are consistent and of a high standard * Working with your Manager to ensure we are ‘always improving’, feeding in your knowledge and ideas to make sure that we are meeting the needs of our customers * Owning and managing the digital marketing systems used by the business, ensuring we have a strong presence with fresh and updated information to raise awareness of the business including: Social Media, Website, Email, App and Short Message Service (SMS). * Support all digital marketing efforts, with a high emphasis on lead generation and digital acquisition to drive sales * An ability to utilise IT software to design and deliver digital marketing communication’s * Protecting and promoting the business Brand, ensuring that all marketing materials reflect the Oldham Active’s identity at all times * Supporting the Business Development Team in PR management, including: first class photography and image acquisition, developing newsworthy content and constructing stories for digital channels and potentially local and national press * Day-to-day management of the company website(s), including updating copy, pages and imagery * Optimising website content ensuring consistent brand identity and tone of voice * Co-ordinating and ensuring new promotion and offer assets are accurate and available on time to align with other marketing channels * Implement Pay Per Click (PPC) campaigns using search, display and remarketing strategies, and keeping within budgets * Creation of website landing pages to support campaign objectives * Supporting the development and implementation of Search Engine Optimisation (SEO) strategies * Supporting the wider Marketing Team to plan and implement local and group campaigns using SEO, content, and paid strategies * Liaising with leisure centres to gather information to create content/news for digital channels for social, email, web and App * Working with the agencies on bug fixes and smaller development tasks * Owning and delivering Oldham Active’s social media strategy. * Analysing performance data to produce digital marketing strategy and performance reports * Supporting internal corporate communication strategies and initiatives for staff including: * Supporting staff welfare events * Producing staff communications * Developing internal communication template * Utilising and promoting Staff Miss as an internal digital communication tool * Working alongside the Customer Contact Team, handling customer enquiries in a professional manner, ensuring that leads, issues, complaints and feedback are responded to and acted upon appropriately * Producing KPI information and acting on that intelligence to continuously improve the service * Meeting the requirement of the business policies and procedures and making recommendations as and when necessary, on improvements and changes * Work alongside other teams in the business as ‘one team’ to deliver an effective ‘customer focussed’ function for marketing communications * Reviewing and supporting change to company policies that are part and parcel of the role. | | | | | | | |
| * Maintaining and developing good working relationships with both internal and external customers. * Attending key meetings to assist in moving the company forward so we are always improving as a business * In conjunction with the Marketing and Sales Manager planning marketing delivery and managing budgets through to ensure agreed targets are achieved * Always acting to make a positive difference within your team and to customers, leading by example and ensuring high standards are upheld at all times. * Adhering to all Oldham Active practices, policies and procedures. * Ensuring procedures are followed in security, data protection, accounting and reconciliation of all monies and are completed in accordance with financial procedures. * Undertaking other necessary duties and responsibilities, as required, that are commensurate with the role. | | | | | | | |
| **Education and Training** | | | | | | **Measure** | **Rank** |
| * Degree in relevant qualification or as a minimum NVQ Level 3 or equivalent * English GCSE grade C or above * Digital Marketing qualification * IT Qualifications NVQ level 2 or equvalent * A working knowledge of Google Analytics * Experience working with Google Ads and Facebook Paid Ads * Wed development and understanding of HTML * Adobe CS Qualifications/Training | | | | | | A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I | E  E  D  D  D  D  D  D |
| **Relevant Experience** | | | | | | **Measure** | **Rank** |
| * Previous experience within a digital marketing role * Our ideal executive will have the key personable skills of creativity, positivity and drive * Good communicator with high level of spoken and written English * Good listening skills, understanding our members and customers’ requirements * Confident in making decisions that support our customers and our business * A team player that can work effectively as ‘One Team’ who can learn from colleagues but also share and develop our people * A problem-solving attitude with a passion and enthusiasm for Oldham Active * A creative mind with exciting ideas for content and strategy * Excellent collaboration, communication and organisational skills * A strong knowledge of digital marketing platforms and social media advertising * Confident copywriting skills * Strong attention to detail * Strong planning and organisation skills * Excellent time management and organisational skills, and the ability to manage multiple tasks * Experience of paid search, online advertising techniques and SEO best practices * A genuine interest in digital marketing trends and techniques * Experience with a variety of Content Management Systems * The ability to generate creative ideas * Able to build strong relationships with internal and external teams within the business * Working with the press and PR agencies | | | | | | A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I | E  D  E  E  D  D  D  E  E  E  E  E  E  E  D  E  D  D  D  D |
| **General and Special Knowledge** | | | | | | **Measure** | **RanDk** |
| * A sound understanding of the leisure industry. * A keen interest in fitness and health * Understanding of the principles of how Leisure Trusts operate * Experience with Customer relationship Management Systems (CRM)/Wordpress * Data Protection | | | | | | A/I  A/I  A/I  A/I  A/I | D  D  D  D  D |
| **Skills and Abilities** | | | | | | **Measure** | **Rank** |
| * Possess excellent numerical ability, including the capacity to present information and data in a way that is easy to understand * Strong IT skills * Passionate about social media * Possess strong written and verbal communication skills * Ability to prioritise workloads and plan effectively * Able to work with little or no supervision * Competent in effective problem solving * Ability to be use negotiation tactics * Able to display good copywriting skills * Data production and analysis * Strong awareness and ability to demonstrate the use of numerous IT systems and software such as Hootsuite, email platforms, MS Office and Adobe CS * Aptitude in project management techniques * Strong and effective decision making abilities * An interst and ability for photography and Image creation | | | | | | A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I | D  E  E  E  E  E  E  D  E  D  E  D  D  D |
| **Additional Requirements** | | | | | | **Measure** | **Rank** |
| * Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the business | | | | | | A/I | E |
| * Willing to undertake training and continuous professional development in connection with the post. | | | | | | A/I | E |
| * Have high personal standards, an eye for important detail, and lead by example. | | | | | | A/I | E |
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Key:

A = Application

I = Interview

E = Essential

D = Desirable