

Digital Marketing Manager

Job Description

Job Title:	Digital Marketing Manager
Department:	Marketing
Responsible to:	Director of Marketing, Admissions & Fundraising

Purpose of the Job:

- to raise Prior's Court's profile through the development of its online presence
- to communicate its achievements to external and internal audiences
- to support the overall objectives of the charity and those of specific functions including fundraising, recruitment, admissions and others

Responsibilities:

Working within the Marketing & Communications team, the role involves developing the online marketing strategy as well as hands on delivery and execution.

- Create and update digital marketing strategies that will support the organisation to achieve its aims as part of the overall Marketing and Communications plan
- Review new technologies and keep the company at the forefront of developments in digital marketing
- Use appropriate analytics to measure, evaluate and report against goals and performance of all digital marketing activity and plans
- Lead the development of the company website, devising strategies to drive online traffic and continuing to improve usability, design, content and conversion
- Lead the development of the social media presence

- Develop and manage digital marketing campaigns across multiple channels utilising tools and techniques as appropriate including e-mail marketing, paid search, SEO and PPC
- Work with the Marketing & Communications team to create high quality content for a range of online platforms which is optimised and consistent with the brand and tone of voice
- Work with external agencies when required to develop the online presence

Qualification and experience:

Essential

- Previous experience in a similar digital marketing role
- Relevant experience including CMS, SEO, PPC, e-marketing, social media and analytics
- Knowledge of current online marketing trends and best practice

Preferred

- Relevant professional qualification

Key Skills and attributes:

- Experience of digital marketing at strategic and hands on operational level
- Excellent written English and proven design flair
- Team player