

Job Title:	Digital Marketing Officer
Reports to:	Senior Marketing & Communications Manager
Based at:	Mecklenburgh Square, London WC1N 2AB
Salary:	Up to £35,000 per annum

Job purpose

- Work with the Senior Marketing and Communications Manager to implement the College's digital communication strategy to increase College admissions and student, Alumni, and stakeholder engagement as well as broadening the awareness, reputation and visibility of Goodenough externally.
- Manage interactions on the technical aspects of the Communications team's work such as overseeing website design and maintenance, email marketing, digital advertising, social media, video production, analytics and liaising with agencies handling the College's website development, SEO and Google Ad grant work.

Key responsibilities

1. Work with the Senior Marketing and Communications Manager to implement the College's digital strategy to expand the online reach and impact of digital communications.
2. Develop content plans for the College's digital channels to successfully communicate the work of the College, increase profile and build engagement.
3. Implement audience-focused digital communications activity across a range of channels and countries to engage and develop relationships.
4. Manage a steady stream of engaging and shareable content (particularly for Facebook, Twitter, Instagram, LinkedIn and YouTube), replying to and moderating comments, sharing and retweeting content from other users, and identifying and engaging target profiles and accounts.
5. Gather, write and edit copy to produce accurate and engaging articles for the College's digital channels.
6. Line manage the part-time Digital Assistant and the Photographer in Residence (both in-house postgraduate students) supporting them in achieving their objectives as well as motivating them in their roles.
7. Assist the Senior Marketing and Communications Manager in managing the College's brand – using the brand manual and house-style guide to advise colleagues on consistency of message, tone, look and feel throughout the College's digital communications. Support colleagues in proofreading key external materials.
8. Work closely with the team to build a more engaged and connected international Alumni community through effective and regular communications including the production of the College's bi-monthly email newsletter '*The Goods*'.

9. Develop good relationships with stakeholders and relevant external bodies to promote College messages through their communications, maximise their engagement and facilitate content creation.
10. Liaise with suppliers (e.g. graphic designers, photographers) to commission content for the College's digital channels.
11. Deliver small projects on time and within the budget assigned ensuring value for money and quality.
12. Monitor and evaluate digital content and activity for dissemination, refinement and improvement – including the production of monthly web analytics to assess whether the digital activity is on track to meet Key Performance Indicators.
13. Provide guidance to the College's commercial business managers (including those responsible for the Hotel, The Burn, and conferences and events) in the delivery of their online presence and digital collateral, and on data gathering (analytics).
14. Support colleagues, where appropriate, in designing and reviewing content, and advising on their work with third party marketers and digital content providers.

Other duties

15. Attend occasional events (day and evening) at the College to support marketing, external relations, fundraising and Alumni relations as and when required.
16. Keep up to date with best practice in digital communications and relevant marketing legislation that affects activity.
17. Undertake other reasonable duties as required by the Senior Marketing and Communications Manager.

Person specification

Job Title: Digital Marketing Officer	
Education/ Training	<ul style="list-style-type: none"> • Educated to diploma level or qualified by experience (E) • CIM or CAM Diploma (D)
Experience	<ul style="list-style-type: none"> • Developing targeted digital strategies that expand organisational reach, impact and income (E) • Using Google AdWords, Facebook Ads and/or other digital marketing channels to expand reach, impact and income (E) • Advising and reporting on digital communications impact and outcomes (E) • Using engaging content in managing, growing and nurturing online communities such as Facebook, Twitter, Instagram, blogs (E)
Technical Skills and Abilities	<ul style="list-style-type: none"> • Competent with website content management systems, analytical data, and online research (E) • Excellent written and oral communication skills with a strong attention to detail and the ability to write interesting copy (E) • Excellent interpersonal skills (E) • Ability to work to deadlines and to manage and organise a varied workload and shifting priorities (E) • Experience of using initiative and creativity to solve problems, and identify practical and appropriate solutions (E) • A good understanding of GDPR and PECR (D) • Photography, audio/visual editing skills (D)
Special Circumstances	<ul style="list-style-type: none"> • The job will involve some out of hours work due to the need to attend some evening work events and the nature of dealing with an international audience (E)

* E = Essential

D = Desirable

Review arrangements

The details contained in the job description reflect the content of the job at the date the job description was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, the College will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

Application

Please send your CV along with a covering letter (no more than two sides of A4) advising us why you are suitable for the role to: jobs@goodenough.ac.uk

Closing date: Open for applications

Interview date: tbc