Digital Marketing Executive

## Job details

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| Job title: | Digital Marketing Executive |
| Department: | Marketing |
| Location: | Home based |
| Reporting to:  (job title only) | Head of Marketing |
| Direct reports:  (job title only) | Marketing Team, External Agency Providers, |
| Accountable to:  (where applicable) | Head of Marketing |
| Responsible to:  (where applicable) | Service leads |
| Job purpose: | We are seeking a highly skilled and creative Digital Marketing Executive to join our team. The ideal candidate will be responsible for developing, implementing, and managing our digital marketing campaigns across various channels. They will work closely with the marketing team and other departments to drive our online presence, increase brand awareness, and generate leads. The Digital Marketing Executive should have in-depth knowledge of digital marketing techniques, be able to analyse data and trends, and possess excellent communication skills.    As a home-based role, you will enjoy working independently whilst maintaining close collegial relationships within your team, and wider internal and external stakeholders. Travel will be required for face-to-face team meetings. |
| Role and Responsibilities: | * + Develop and execute effective digital marketing strategies to increase brand awareness, drive website traffic, and generate leads.   + Manage and optimize digital advertising campaigns across various channels, including search engines, social media platforms, and display networks.   + Conduct keyword research and optimise website content for search engine optimization (SEO) to improve organic search rankings.   + Create engaging and high-quality content for multiple digital platforms, including websites, blogs, social media, and email marketing.   + Monitor and analyse website and social media performance using analytics tools to identify trends and recommend improvements.   + Track and report on key performance indicators (KPIs) to measure the success of digital marketing campaigns and identify areas for improvement.   + Stay up-to-date with industry trends, best practices, and emerging digital marketing technologies to ensure our strategies remain effective and competitive.   + Collaborate with the marketing team and other departments to develop integrated marketing campaigns that align with business goals.   + Build and maintain strong relationships with external stakeholders, including digital agencies, influencers, and media partners.   + Monitor and manage online reviews and reputation management platforms to maintain a positive brand image.   Requirements:  1. Bachelor's degree in marketing, digital media, or a related field.  2. Proven work experience as a Digital Marketing Executive or similar role.  3. In-depth knowledge of various digital marketing channels, including SEO, SEM, social media marketing, email marketing, and content marketing. |
| Governance:  (where applicable) | Adhere to relevant VHG, NHS and other national guidance |
| Training and supervision: | Participate in supporting on any internal marketing training needs  Undertake internal mandatory training |
| Additional information: | Travel including occasional overnight stays required, so a full clean driving licence is desired. |

## Person specification

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|  | **Essential** | **Desirable** |
| **Qualifications** | Educated to degree level or equivalent in relevant subject of recognised marketing qualification |  |
| **Experience** | Experience within relevant sector, the last year working at senior marketing level |  |
| **Skills/knowledge** | Solution Focused  Ability to lead a team effectively with proven outcomes  Demonstrable ability for the delivery of high-quality marketing communications, including in the development and implementation of an organisation wide marketing strategy  Strong organisational and management skills, direct work priorities towards achievement of outcomes  Excellent organisational skills, ability to multi-task, organise, and prioritise, and re-prioritise to manage conflicting demands  Excellent verbal and written communication skills  Ability to absorb, analyse and impart information quickly, and attention to detail to ensure all outputs are of the  highest quality  Strong inter-personal skills capable of presenting ideas and proposals robustly and persuasively,  listening carefully and acting decisively  IT literacy – knowledge of Word, Excel and PowerPoint are essential  Significant demonstrable experience in marketing planning and delivery both on and offline  Proven experience of creating and managing within budget  Detailed understanding of digital marketing, including e-mail, social media, Google Analytics, SEO  The ability to both work co-operatively with both clinical and non-clinical staff to develop effective working relationships  Excellent interpersonal and presentational skills  Strong negotiation and influencing skills with ability to motivate and engage individuals and teams  Appropriate awareness of data protection and GDPR implications | Relevant knowledge of the healthcare sector marketing  Ability to use InDesign, Mailchimp and Wordpress |
| **Personal competencies and qualities** | Excellent verbal and written communication skills  Ability to liaise with people at all levels of the business, provide constructive feedback and challenge thinking  High level of enthusiasm and motivation  Ability to work independently using own initiative in all aspects of role  Ability to work well under pressure  Ability to adapt positively to sudden changes in workloads / priorities  Excellent time management skills  Self-starter with initiative / ability to think creatively  Competitive – strong desire to succeed and ‘go the extra mile’  An awareness of and commitment to supporting and facilitating diversity and inclusion |  |

# Version Control

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| Owner: | Human Resources | Review: | Annually | Classification: | 1 (Proprietary) |
| Author: | Human Resources | Version: | V1.1 | Status: | PUBLISHED |
| Date Published: | 03/12/2019 | Code: | TBC |  |  |

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| Version: | Date: | Summary of Changes |
| V1.1 | 03.12.19 | Document copied onto authorised VHG branded Policy Template (original had no coding) |
| V1.2 | 06/08/20 | Updated to include diversity and inclusion statement |
| V1.3 | 08.06.23 | Changes Roles & Responsibilities to include wider brand identity, meeting needs of local diverse populations, ROI and financial management. |