

Digital Marketing Manager

Job Ref: REQ230968

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Management and Specialist Grade 6

Job Purpose

The Digital Marketing Manager will work side-by-side with colleagues across the University to shape digital marketing and campaign strategy, identifying objectives and outcomes and drawing together skills and expertise to execute sector-leading campaigns that uphold the University's brand identity and support the delivery of marketing plans that meet strategic objectives.

They will be experts in search, and search engine optimisation, and leverage internal expertise to execute paid activity and support marketing colleagues in the briefing-in and management of campaigns using external media agencies when appropriate. They will be results driven and use data, insights, and digital tools effectively to deliver high performing activity and ensure clear goals are set and reporting is robust.

Job Duties

- Support in the development and execution of a digital marketing strategy for the University and work collaboratively with marketing colleagues to create high performing digital marketing campaigns from discovery through to execution, optimisation, and evaluation. Work alongside key teams (commissioning, web content, digital engagement and creative) to ensure a joined-up, strategic approach resulting in successful campaign delivery.
- Fully embed appropriate tracking and monitoring techniques to measure campaign efficiency, effectiveness and return on investment, and provide effective and timely data and recommendations to relevant teams.
- Lead on the development, implementation, and continuous review of a search engine optimisation (SEO) approach for the University and work with the web content section and publishers, to ensure best practice is embedded in the creation of all web content.
- Manage and motivate the digital marketing team, and support in the identification of digital marketing needs and training and development opportunities across the whole department.
- Produce and manage a clear, well-documented approach to web analytics, producing regular reports, monitoring user behaviour, carrying out competitor analysis, benchmarking, identifying KPIs and providing actionable insights.
- Work with the web content and governance section to develop dashboards to help web publishers better engage with website data and understand the effectiveness of their content and be able to report on

activity and identify opportunities.

- Uphold the University's brand and brand identity across all digital channels, championing best practice, challenging poor quality where appropriate, and educating and supporting colleagues in effective brand representation.
- Co-ordinate and action 'in-house' paid digital advertising activity and manage the relationships with external digital agencies and media buyers ensuring effective delivery of paid campaigns.
- Be creative and innovative, keeping pace with new trends and techniques, making recommendations where appropriate and seeking out opportunities to network and attending relevant conferences and events.
- Be a champion for equity, diversity, and inclusion, supporting the University's commitment to creating an inclusive, fair, and respectful culture.
- Undertake any other duties appropriate to the post as may be required.

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others, and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Responsible to: Web and Digital Manager

Responsible for: TBC

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Demonstrate significant experience across the digital marketing landscape including SEO, SEM, analytics, PPC and social media advertising, social media marketing and content marketing.	1,2,3
	Significant experience of developing and executing successful digital marketing campaigns.	1,2,3
	Experience of analysing and reporting on online user behaviour using web analytics and other appropriate data.	1,2,3
	Experience of developing and implementing search engine optimisation strategies and fostering a best practice approach among publishers.	1,3
	Experience of creating, managing, and reporting on digital advertising campaigns.	1,3
	Experience of working with external agencies on media buying and placement of digital advertising.	1, 3
	Good experience of project management.	1,3
Skills and abilities	Exceptional understanding of online user experience and digital best practice	1,2,3
	Excellent IT skills with experience of using project management, content management and data analysis tools for example (but not limited to) Monday.com, Google Tag Manager, Google Analytics (GA4), SEMRush, Silktide.	1,3
	Demonstrate ability to work collaboratively across organisational structures with significant experience of stakeholder engagement and project communication.	1, 3
	Ability to produce engaging copy for a variety of channels and audiences to a high standard.	1,2,3
	Demonstrate the ability to prioritise workload, use initiative, manage deadlines and work effectively as part of a team.	1,2,3
	Demonstrate the ability to communicate technical information to a non-technical audience.	1,2,3
	A good appreciation of web standards, accessibility, and user experience.	1,2,3
	Excellent attention to detail.	1,2,3
Training	Demonstrate evidence of undertaking further training.	1
	Demonstrate strong commitment to maintaining up-to-date knowledge of emerging web and digital technologies.	1
Qualifications	Educated to degree level or equivalent.	1
Other	Flexibility to work out of hours as required.	1

	Willingness to work occasional weekends and evenings.	1
	Evidence a good working knowledge of equal opportunities and understanding of equity, diversity, and inclusion in the workplace.	1

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in higher education.	1,3
	Experience of using enterprise-level content management systems within a large organisation.	1
	Experience of email marketing.	1
Skills and abilities	Experience of using Adobe Photoshop or equivalent	1
Qualifications	Relevant professional qualifications	1

Conditions of Service

The position is Full-time and open-ended. Salary will be on Management and Specialist Grade 6 from £33,966-£44,263 per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements.

We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

Applications

The closing date for receipt of applications is 17 September 2023. Interviews will be held W/C 2 October 2023.