

Role Profile & Person Specification

Job Title:	Digital and Social Media Manager
Department:	Member Engagement
Location:	Home/Office (Hertford)
Role reports to:	Senior Marketing & Communications Manager

Role Profile

Purpose of Role

This role is responsible for managing the website manager and supporting the development of user journeys across the IMI website portfolio.

It is also responsible for the management of the entire IMI social presence across multiple platforms and will create and edit social content, create engaging social marketing campaigns in conjunction with the marketing and comms team and drive the performance of each platform.

Key Responsibilities:

Website Management

- Oversee and support with the planning, implementation and management of the IMI web presence
- Work closely across sales & marketing to ensure that the website aligns with brand strategy and business objectives
- Work with business stakeholders across the IMI, to ensure website pages are relevant and delivering value
- Ensure compliance with Data Protection Policies and procedures

Social Media Management

- Develop creative and engaging social media strategies and plans that deliver on business goals
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Instagram, Tiktok and YouTube, adapting content to suit different channels
- Oversee, plan and deliver content across different platforms using scheduling tools such as Hootsuite and Click Dimensions (Oktopost)
- Create engaging multimedia content across multiple platforms
- Develop, launch and manage campaigns that promote the IMI brand
- Form key relationships with influencers across the social media platforms
- undertake audience research
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights
- Research and evaluate the latest trends and techniques to find new and better ways of measuring social media activity
- Analyse competitor activity and good practise seen by other organisations
- Recommend improvements to increase performance
- Set targets to increase brand awareness and increase engagement

- Manage, motivate and coach line reports
- Manage a budget for social media activities
- Educate and support staff on the use of social media and promote its use within the IMI

Digital

- Drive digital initiatives and provide digital support and advice to the wider marketing team
- Support PPC activity to drive web traffic and produce insight and A/B testing plans to improve conversion
- Ensure SEO is deployed and maintained correctly across the IMI Website Portfolio
- Support the Marketing and Communications Manager and Campaign Manager with the delivery of the annual IMI Digital Marketing Strategy

Key Performance Indicators:

- Manage support requests in line with internal SLAs
- Effective delivery in-line with business project requirements & strategic plans
- Opportunities maximised and objectives measured to improve the engagement across social channels and user journeys on the website
- Increase the IMI's social media following and presence, while bringing new platforms into the mix where required
- Work with the wider MarComms team to ensure SEO is deployed to maintain the IMI's top spot on search results for highest performing products and services

Key Relationships:

- Business-wide supporting and advising all teams/staff as required
- External suppliers and IMI stakeholders
- System developers

Job Context:

The job-holder reports to the Senior Marketing and Communications Manager and will have operational delivery and accountability of all social channels, web and SEO, helping to improve our online presence and drive traffic to the IMI website.

Authority Level:

Financial:

- Jobholder has one direct report
- Jobholder has limited budget management and monitoring responsibility as devolved by the Marketing & Communications Manager
- Jobholder has multiple stakeholder relationships to maintain – internal / external

Operational:

Makes decisions in consultation with the Marketing & Communications Manager

Appoints external suppliers in consultation with the Marketing & Communications Manager

Jobholder has autonomy to make decisions relating to normal operating processes and policies

Person Specification

Essential Knowledge & Experience

- knowledge of website CMS (Drupal preferable)
- experience in website management and development
- a solid understanding of the use of a range of social media platforms, particularly in relation to advertising and branding
- strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- knowledge and understanding of algorithms and search engine optimisation
- creative skills for contributing new and innovative ideas
- strong communication and people skills for articulating ideas to colleagues and stakeholders
- leadership qualities to lead and motivate a team
- excellent team working, collaboration and networking skills
- organisational skills, with the capacity to prioritise and work across multiple projects
- project and campaign management skills
- the ability to work well under pressure to meet deadlines
- skills in data analytics and interpreting statistics for business gain
- online community management and customer service skills to strike the balance between publicity and stimulating direct discussion with potential and actual members
- an eye for detail and the ability to work accurately

Desirable Knowledge & Experience

- Awareness of what constitutes good online content
- Knowledge of Drupal
- Digital marketing degree or equivalent technical experience
- Project management experience
- Experience of working in the membership or the further education landscape

Required Competencies

- People management
- Management of a medium size organisational website
- Overseeing the use of a content management system and instructing best practice
- Management of social media channels
- Managing external technical suppliers
- Business/systems analysis experience
- Management of PPC accounts
- Management of website SEO
- Direct report management
- Regulations around data protection (GDPR) and accessibility

Essential Qualifications:

- N/A

Desirable Qualifications:

- Technical degree or equivalent technical experience
- Project management qualification
- Digital marketing qualification

Other Requirements

- [Hertfordshire head office/Home] based
- Full time, with flexibility required to accommodate regular event attendance
- Able to travel extensively, sometimes overnight (UK and overseas) as required



- To undertake other tasks to support the business as required