

Role Profile & Person Specification

Job Title:	Social and Digital Marketing Executive
Department:	Membership & External Affairs
Location:	Home/Office (Hertford)
Role reports to:	Website and Digital Marketing Manager

Role Profile

Purpose of Role

This role is responsible for the planning and development of social and online content, creating engaging digital campaigns for various audiences and channels including social, web and email, in line with the wider Marcomms strategy and annual plans.

The role also includes task management for website updates and support with digital projects such as website UX audit, keyword research and SEO initiatives, as well as creation of SEO-friendly web content such as blogs, graphics, and video.

Key Responsibilities:

Social Media Management – 70%

- Ownership of the social media content calendar, that delivers relevant and timely communications for all IMI audiences, across a variety of topics, to increase brand awareness and audience engagement.
- Oversee, plan, and deliver content across different platforms using scheduling tools such as Click Dimensions (Oktopost).
- Daily management of all social media channels including LinkedIn, Facebook, Twitter, Instagram, Tiktok and YouTube, adapting content to suit different channels.
- Responsible for the daily community management of IMI social channels
- Manage and facilitate social media communities by responding to social media posts and developing discussions, working with wider teams where relevant.
- Regular analysis of audience, sector activity and good practice seen by other organisations.
- Monitor, track, analyse and report on performance on social media platforms using relevant analytical tools, providing monthly updates and recommendations to improve performance and increase engagement.
- Research and evaluate the latest trends and techniques to find new and better ways of measuring social media activity, including ways to maximise the use of Click Dimensions for social media and AI opportunities.
- Form key relationships with influencers across the social media platforms, assisting the team with the development and integration of an IMI advocacy plan.
- Educate and support staff on the use of social media and promote its use within the IMI, including social media profile takeovers for senior staff where required.
- Drive social media digital initiatives and provide support and advice to the wider marketing team.
- Plan and implement a paid social advertising campaign, working with the team to ensure this is line with Marcomms initiatives and business goals.

Digital – 30%

- Support the Website and Digital Marketing Manager with the delivery of the IMI Digital Marketing Strategy, including project support for initiatives such as UX audit, SEO reviews and general daily website management.
- Support the wider team by producing compelling content such as blogs, articles and videos for social, web, email and wider marketing campaigns.
- Support PPC activity to drive web traffic and produce insight and A/B testing plans to improve conversion.
- Work closely with the Website and Digital Marketing Manager on combined digital activity and reporting.
- Ensure all content is high-quality and SEO-friendly.
- Support the Website and Digital Marketing Manager with website improvements and updates.

Key Relationships:

- Business-wide supporting and advising all teams/staff as required.
- External suppliers and IMI stakeholders.
- System developers and social/SEO and Web Development agencies.

Job Context:

The job-holder reports to the Website and Digital Marketing Manager and will have operational delivery and accountability of social channel management and various digital projects, helping to improve our online and social presence, driving traffic to the IMI website.

Authority Level:

Financial:

- 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 Website and Digital Marketing Manager and Senior Marketing & Communications Manager
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Person Specification

Essential Knowledge & Experience

- 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
- Online community management and customer service skills to strike the balance between publicity and stimulating direct discussion with potential and actual members
- Knowledge of website CMS (Drupal preferable)
- Experience in website management and development
- 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
- Excellent team working, collaboration and networking skills
- Organisational skills, with the capacity to prioritise and work across multiple projects
- Project and campaign management skills
- Ability to work well under pressure to meet deadlines
- Skills in data analytics and interpreting statistics for business gain
- An eye for detail and the ability to work accurately
- Experience of using Adobe suites (Photoshop, Premier Pro), or similar, eg Canva.
- Experience of creating a wide range of content for digital channels

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

- Management of social media channels
- Excellent communicator, influencer and hold strong interpersonal skills with a 'can do' attitude to help meet team deliverables.
- Experience in creating strong content and delivering on various digital activities
- Business/systems analysis experience
- SEO and PPC
- 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

- Hybrid - Hertfordshire head office/Home based
- Full time, with flexibility required to accommodate regular event attendance
- To undertake other tasks to support the business as required