

Job Title:	Social & Digital Marketing Executive
Department:	Member Engagement & Public Affairs
Location:	Office based
Role reports to:	Head of Marketing & Communications

Purpose of Role:

Responsible for the planning and development of paid and organic social and online content, creating engaging digital campaigns for various audiences and channels including social, PPC, 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 keyword research and creation of SEO-friendly web content such as blogs, graphics, and video.

Key Responsibilities & Accountabilities

Social Media

- 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.
- 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 PPC and paid social advertising campaign, working with the team to ensure this is line with Marcomms initiatives and business goals.

The job description may be amended from time to time by Company and, in addition to duties and tasks set out in the job description, you may be required to undertake additional or other reasonable duties and/or tasks as necessary to meet the needs of the Company.

Digital

- 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.

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.
- Confident in creating a wide range of content and tailoring for different digital channels, such as videos, carousels, graphics etc.

Desirable Knowledge & Skills

- 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

Desirable Qualifications:

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

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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

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