

## JOB DESCRIPTION

### Digital Marketing Manager

<b>Department:</b>	<b>Marketing</b>	<b>Reports to:</b>	<b>Head of Marketing &amp; Sales</b>
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#### BACKGROUND

We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure **makes a positive difference** by:

- welcoming** all,
- each one of us **caring** about what we do,
- being **passionate** about how we do it,
- and feeling **proud** of what we achieve

#### JOB PURPOSE

Our Digital Marketing Manager will drive the advertising and digital traffic to promote Edinburgh Leisure’s biggest club in town brand, across all digital channels.

#### KEY RESULT AREAS

Key Responsibility	Expected time (%)
<p><b>1. Digital Marketing Planning</b></p> <p>Responsible for creating, developing and managing digital plans (e.g. detailed annual plan and high level 3 year plan), informed by our Marketing Strategy, that delivers high brand visibility, engagement and awareness of EL (who we are, what we do and the impact of our work) throughout Edinburgh:</p> <ul style="list-style-type: none"> <li>– Plan and execute all web, SEO/ search engine marketing, email, social media, and display advertising campaigns</li> <li>– Create and manage the annual digital marketing plan that encourages engagement and drive traffic to all online channels</li> <li>– Articulate and translate the strategic business requirements into the plans and develop both short and long-term success measures</li> <li>– Develop, implement, track and optimise digital marketing campaigns to ensure digital growth</li> <li>– Set and measure related KPI’s and regularly present on performance and findings which will inform the longer-term approach and direction</li> <li>– Determine the schedule of activities that are required to be actioned to deliver the detailed annual digital plan</li> <li>– Ensure that you fully explore and understand the latest developments in Digital Marketing opportunities, assess and test their relevance for EL and implement any that are relevant to our audience and fit with our longer term Digital Marketing plans.</li> <li>– Budget planning and control to target EL’s proposition effectively to consumers</li> </ul>	<p><b>30%</b></p>

<p><b>2. Online Channel Management</b> Acting as EL's digital consultant to lead the coordination and scheduling of activity across various channels, including Website, App, social, paid for ads and PPC advertising.</p> <ul style="list-style-type: none"> <li>– Collaborate with the marketing team to identify how digital marketing can support the delivery of the marketing plan, articulating how digital can meet the needs and wants of the various customer groups.</li> <li>– Identify critical conversion points and drop off points and optimise customer user funnels.</li> <li>– Create and manage a dashboard of all online metrics and KPI's to share with all relevant stakeholders – reporting and analysing on results and making clear, actionable, recommendations.</li> </ul>	<b>25%</b>
<p><b>3. Digital Content Production</b> Lead the development and production of a wide range of engaging audience focused digital content for our online platforms which can be measured. Ensure that all planned activity generates awareness, increases brand visibility and improves brand loyalty.</p> <ul style="list-style-type: none"> <li>– Develop a suite of templates, standards and production schedules for our digital content for others to implement. Monitor their use and analyse impact and adapt to make sure they are effective and fit for purpose.</li> <li>– Analyse and interpret a range of customer data sources which will inform the content plan e.g. attracting new customers / conversion / making the sale / retention/ advocacy.</li> <li>– Work with internal teams and external agencies agree and plan our digital campaigns and delivery. Where creating in house, ensure that the digital content (e.g. script, storyboarding) support our brand values.</li> </ul>	<b>20%</b>
<p><b>4. Relationship Management</b> Build and maintain strong and productive working relationships with internal teams and external agencies by:</p> <ul style="list-style-type: none"> <li>– Supporting Edinburgh Leisure colleagues on all digital activity, providing regular training sessions and creating guides to maintain brand consistency.</li> <li>– Meet regularly with key stakeholders to review digital content, share data insights in a confident, engaging and concise way, and recommend future actions to ensure that their digital marketing needs are met.</li> <li>– Managing agencies through regular status meetings to ensure all digital marketing activity is integrated, customer focused and meets the brief set.</li> </ul>	<b>25%</b>

<b>RESPONSIBILITY FOR RESOURCES</b>	
<b>Responsibility for staff:</b>	Manages a Digital Marketing Assistant who will also provide support to the rest of the team
<b>Responsibility for finance and level of financial control:</b>	Will be allocated an annual budget for campaigns and expected to ensure delivery within that. Will need to request any additional expenditure through Manager.
<b>Responsibility for Physical Resource:</b>	Usual office equipment, e.g. laptop, mobile phone
<b>Responsibility for Data and Information:</b>	Required to deal with confidential data as part of day to day work. Will regularly use the CRM system, which contains sensitive customer data, to contact customers as part of planned campaigns. Full access to our Website management system and Social Media accounts.

## **GUIDELINES AND EXPECTATIONS**

<b>Authorities &amp; Limitations</b>
<p>You will provide Digital Marketing expertise to EL and are responsible for the creation, management and coordination of the digital marketing plans (detailed and longer term high level plans). You need to ensure that these are fit for purpose and reflect all available and appropriate digital opportunities for EL. You will also require strong project management skills to lead, implement and evaluate digital projects.</p> <p>You will ensure that you plan and schedule the resources needed to develop and update our digital marketing channels, this will impact on others in the marketing department. You are responsible for the EL Website: Content, functionality, availability and delivery. You will work with the website supplier and internal key stakeholders to ensure that the website is fit for purpose and meets the needs of EL. By the nature of this type of work, this may involve working out of normal hours at times.</p> <p>You will manage relationships with EL colleagues (marketing team, CST, internal venue staff, managers) and external agencies to ensure they are suitably informed about digital marketing plans and developments and that there is an agreed understanding on what is required to deliver and evaluate the plans. You will also be expected to work with colleagues to ensure that they are up-skilled where necessary and know what their own individual role might be.</p> <p>You will set up, track and monitor online reports/metrics against KPI's. You will report on these findings, along with key messages, tailored to suit all areas of the business.</p> <p>By nature of this post, it is heavily influenced by the external technological environment, and therefore regular market scanning and research is required to ensure EL is up to speed on new opportunities and developments.</p>

<b>Communication &amp; Representing The Organisation</b>
<p>In this post, you work with a range of external stakeholders: social content agency, web agency and internal stakeholders (marketing team, venue staff, directors, Heads of Departments, Managers).</p> <p>You are required to produce a digital marketing plan that is fully integrated with the marketing plan and brand strategy. You must confidently communicate your plan across the organisation</p>

and promote its benefits and get buy-in across EL. You are expected to continually review the effectiveness of your approach and consider new approaches.

You are responsible for advising colleagues on how to get the best out of their digital activities, whilst representing the EL brand. You need to be able to confidently communicate digital marketing techniques to people, listen to their concerns and effectively handle any objections that they may have.

You need to be creative, responsive, organised, engaging, a clear communicator, non-judgemental and calm under-pressure to represent the EL brand effectively.

### Safeguarding Our Customers

You are expected to take an active role in the duty of care to yourself, your colleagues and your workplace – take action if you see a potential hazard.

### Problem Solving

You are expected to be able to interpret a variety of information within our organisational context and from this identify the most appropriate digital approach to provide customers with a high quality digital experience. You need to use this knowledge to create both detailed short term delivery plans and longer term (e.g. 1-3 year) high level plans to inform the digital direction for EL.

You are expected to be very proactive in keeping your own skills, knowledge and understanding of digital marketing and technology advances that could impact on EL, e.g. by regular attendance at digital events and researching latest developments. You need to be able to analyse what is available to EL and consider what approaches best fit our needs and why, so that EL is quick to respond to any new digital opportunities (if they meet our needs).

You need to be able to take a logical and planned approach to problem solving and troubleshooting so that you can be responsive to change and can resolve any concerns or issues easily. You need to use your expertise and judgement to resolve any issues.

### Impact On Organisation

You are the digital marketing expert for EL. This is a fast developing area for us to reach out to and engage with our customers. Digital offers so many new and exciting ways for us to engage with our customers and promote what we do. Your role will be to lead on the delivery of this. Your remit will be wide, from the ongoing development and improvement of our website, through to raising our social media profile and supporting your marketing colleagues in using digital channels to promote our services, you will enthuse everyone on the benefits of digital. Your role is about ensuring EL is up to date on digital communications technology and ensuring that we are regularly integrating the most effective methods in our marketing activity.

### JOB DEMANDS

<b>Physical</b>	This is an office based role, with regular site/service visits. The physical requirements are light.
<b>Mental</b>	This role involves both proactive work (developing digital communication activities), which you can plan for, and reactive work (responding to new website requests, emailers and other direct marketing), which is not predictable, and may be out of normal office hours. You must be able to respond to the unplanned situations and to several competing requests effectively and manage expectations from venues and departments, to

	ensure the business continues to meet their objectives and grow. You must work with a very high degree of accuracy and attention to detail.
<b>Emotional</b>	You may be required to handle a number of internal customers and suppliers, which can be very challenging. You may have to deal with more challenging situations in line with your professional skills.
<b>Environmental</b>	You will be based in a busy, open plan, office. You will be required to visit our venues on a regular basis, for meetings, events etc.

## PERSON SPECIFICATION

Qualifications and Attainments	
Essential	Desirable
<p>A degree (or equivalent) in a digital Marketing or a related subject. Good quality experience (at least 3 years' post qualification) of working in a digital marketing role, with line management.</p> <p>Numeracy Skills: Able to interpret information, analyse raw data and report on analytics. Literacy Skills: Able to produce clear and concise copy for all digital activities that are on brand and require use of various tools e.g. photography, video, digital advert to engage and communicate audiences. Able to proof-read and constructively review content submitted by others. Evidence of success in:</p> <ul style="list-style-type: none"> <li>• Implementing digital marketing strategies.</li> <li>• Project management.</li> <li>• Working with agencies and managing supplier relationships and contracts.</li> <li>• Leading and managing others</li> <li>• Working in busy marketing department – prioritising a number of projects, setting objectives and implementing digital marketing activities.</li> <li>• Building relationships with colleagues.</li> </ul> <p>Technical Skills and Experience:</p> <ul style="list-style-type: none"> <li>• You will have proven experience and understanding of SEO, PPC, web design and CMS, google ad-words, content marketing, social media marketing and CRM/email marketing and how these all inform the digital plan.</li> <li>• Competent at using Microsoft365 (or similar).</li> </ul>	<p>CIM or other industry related professional post graduate qualification</p> <p>Experience of: Creating digital strategies.</p>
<b>ESSENTIALS</b> Behaviour Standards	Leadership by EVERYONE

DISCLOSURE/PVG REQUIREMENTS
Basic Level Disclosure

**I have read and understand this job description and I am clear about what is expected of me in this job.**