

Evaluation Date	
Grade	8

JOB DESCRIPTION

Job Title:	Digital Marketing Officer	Reports to:	Marketing Manager
Department:	Marketing	Location:	Vantage Point
Work Pattern:	Full-time, 5 days/week	Contract Status:	Permanent

BACKGROUND

Edinburgh Leisure is Edinburgh’s biggest provider of Leisure Services, welcoming over 4 million customer visitors a year to our 30 venues across the City. We have a total income of around £25m and as a charity, we proudly spend every penny of that on providing and developing our great range of services to make Edinburgh a healthier place

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

KEY RESULT AREAS

Key Responsibility	Expected time spent (%)
<p>1. Website development and maintenance Maintain and develop the EL website, working with internal and external stakeholders to ensure website continuity. This includes:</p> <ul style="list-style-type: none"> - Create and managing the overall annual content plan to drive traffic to the website - Supporting the HOM/Website team on all website developments and enhancements - Responsible for creating, editing, posting, updating, and removing outdated content – you are the brand custodian - Lead on website training for marketing colleagues and ensure roles and responsibilities are clearly defined 	40%

<ul style="list-style-type: none"> - Maintain a relationship with the website agency, clearly managing project tasks and status calls to ensure continual development - Monitor, analyse and report regularly on website performance and results - Share key insights and developments with the business 	
<p>2. Social Media</p> <p>Working with the business to ensure all social media efforts increase brand visibility and communicate our brand tone and message clearly to engage with customers, by;</p> <ul style="list-style-type: none"> - Develop an engaging plan across all digital and social media channels to support EL’s strategic priorities - Working with external and internal teams to plan the content across a range of digital platforms (facebook/Instagram/twitter/linkedin), ensuring all content adheres to EL brand guidelines - Own and manage Trello (planning tool) to schedule all digital activity and coordinate - Identify new opportunities and explore all new digital developments - Actively engage in all social media conversations, responding to customers, reviews and messages <p>Closely monitor and analyse activity against key metrics and targets</p>	30%
<p>3. Online advertising</p> <p>Lead the management and scheduling of organic and paid advertising – with a view to a longer-term plan. Including;</p> <ul style="list-style-type: none"> - Content marketing/ Paid search (PPC) / email marketing / - Manage our SEO and improve organic search performance and goal-setting based on CTR, traffic and conversions - Create and manage dashboard of all online metrics and KPI’s – reporting and analysing on results and making clear recommendations - All planned activity to generate awareness, increase brand visibility and improve brand loyalty - Budget planning and control to effectively target EL’s proposition effectively - Coordinating and leading agencies to ensure all marketing activity is integrated and customer focused 	20%
<p>4. Relationship building</p> <p>Build and maintain strong and productive working relationships with internal teams and external agencies, by;</p> <ul style="list-style-type: none"> - Supporting team members on all digital activity, providing training and guides to maintain brand consistency - Will confidently share information, either online or in person in a creative, fun and concise way - Planned and responsive to change and ability to resolve any concerns or issues easily 	10%

<ul style="list-style-type: none"> - Be visible and provide the direction and expertise to develop digital media <p>Market place awareness: network and attend digital events to continually develop and consider new opportunities</p>	
--	--

RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	None
Salary bill for all staff reporting:	None
Responsibility for finance and level of financial control:	No direct budget responsibility, but will be expected to produce campaigns that are within budget limits. Will request expenditure through Manager.
Responsibility for Physical Resource:	Usual office equipment, e.g. laptop, mobile phone
Responsibility for Data and Information:	Will regularly use the CRM system, which contains sensitive customer data, to contact customers as part of planned campaigns. Required to deal with confidential data as part of day to day work.

GUIDELINES AND EXPECTATIONS

Authorities & Limitations
<p>You are responsible for actively planning, developing and updating our digital marketing channels, on your own initiative and as part of your day to day work. You must be able to respond quickly and efficiently to new digital opportunities for EL, and liaise with EL colleagues (marketing team, internal venue staff, managers) ensuring they are up-skilled where necessary and know what their own individual role might be. You will also require strong project management skills to implement digital projects.</p> <p>You are expected to manage relationships with venues and services to identify potential digital opportunities and then maximise the benefit from these.</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.</p>

Communication & Representing The Organisation
<p>In this post, you work with a range of external stakeholders (social content agency, web agency, internal stakeholders (marketing team, venue staff, directors, Managers,)).</p> <p>You are required to produce a digital work plan that is fully integrated with the marketing plan and brand strategy. You must confidently communicate your plan across the organisation 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.</p> <p>You are responsible for advising colleagues on how to get the best out of their digital activities, whilst representing the EL brand.</p>

You need to be creative, 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.

Impact On Organization
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	
Physical	This is an office based role, with regular site/service visits. The physical requirements are light.
Mental	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. You must be able to respond to the unplanned situations 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.
Emotional	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.
Environmental	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

Factor	Essential	Desirable
Qualifications and Attainments:	<p>A degree (or equivalent) in a digital Marketing or a related subject.</p> <p>A minimum of 1 year experience of working in a digital marketing role.</p>	CIM or other industry related professional post graduate qualification
Knowledge and Experience:	<p>Numeracy Skills: Able to interpret information and report on analytics.</p> <p>Literacy Skills: Be required to produce clear and concise copy for all digital activities that are on brand.</p> <p>Experience of: Working in busy marketing department – prioritising a number of projects, setting objectives and implementing digital marketing activities. Building relationships with colleagues Managing supplier relationships and contracts An understanding of social media marketing, Google Analytics and Adwords Using MS Office (or similar) Using Website Content Management Systems, CRM system and social media activities planning tools</p>	Experience of: Creating digital strategies.
Additional Requirements (e.g. competencies):	<p>Key behaviours from ESSENTIALS</p> <p>Need to be able to: Build effective relationships with a wide variety of stakeholders – build trust and rapport and be approachable Plan effectively</p>	

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.

Signed **Date**