**JOB DESCRIPTION**

**Job Title: Marketing Exec - Digital**

**Department: PR and Marketing Support Services**

**Responsible to: Head of Marketing**

**Location: Malt Cross/Front room in Nottingham City Centre but with travel to other sites**

**Hours: 37.5 hours per week including evenings and weekends when needed.**

**Salary: Up to £28,000 per annum**

**Job Purpose**

* To take the lead on all digital marketing initiatives within the marketing department.
* To best present the YMCA Robin Hood Group across all digital channels, ensuring brand guardianship is always adhered to.
* To lead on the planning and execution of all digital marketing activities, including but not limited to, websites, SEO, data and analytics, social media and digital reporting, social media activity, email marketing and PPC/lead generation.
* To execute all digital marketing activity in line with departmental plans and campaigns, ensuring KPI’s are measured and met.
* To track, monitor, report on all digital marketing activity and recommend continuous improvement to improve performance.
* Take the lead on all digital marketing projects, such as future web development and innovation across channels.
* To keep abreast of current digital marketing communications best practices, making recommendations for our own marketing communications where appropriate
* To support the development of an organisational culture that puts our Christian core values – Caring, Honesty, Respect and Responsibility – at the centre of all we do.

**Principal Responsibilities**

1. Provide support to the Head of Marketing to ensure YMCA Robin Hood Group is communicating with external stakeholders/customers appropriately and effectively across all digital channels.
2. To execute timely marketing plans and campaign, communicating campaign messages across all digital channels including (but not limited to), Facebook, Instagram, LinkedIn, Twitter, YouTube, Mail Chimp and our Websites.
3. To manage the digital marketing apprentice, providing support, guidance and mentoring for them to succeed in their role.
4. To ensure robust data management, tracking and reporting is in place across all channels, ensuring all marketing activity is measurable and reported on weekly and monthly.
5. Be the go-to person for all digital marketing across the group.
6. Work closely with the Head of Marketing to suggest improvements to digital marketing.
7. Work closely with the Head of Marketing to manage the digital agency partners, ensuring all KPI’s and agreements are met.
8. To attend meetings as appropriate to the role and deputise for the Head of Marketing as required.

**Responsibilities of all YMCA staff, casual workers and managers**

**1 Ambassador for the YMCA**

To act as an advocate and ambassador of the YMCA; promoting and exemplifying the YMCA’s core values, mission, vision, and ethos and to positively and proactively protect the YMCA’s reputation.

**2 Other Duties**

To undertake any other duties and responsibilities as may be assigned by your Line Manager or anyone else designated by the Chief Executive Officer, as necessary. To work in a flexible way to ensure that workload is completed and to undertake any other jobs commensurate with the seniority of the post.

**3**  **Discretion to Act**

To exercise discretion in the performance of the duties of the post, to use best practice and to ensure the effective and efficient use of resources.

Nothing in this Job Description is intended to authorise the post-holder to undertake responsibilities that belong properly to trustees and members of the Executive Leadership Team unless properly authorised to do so by the Chief Executive directly or through an appropriate manager.

**4** **Relationships and Confidentiality**

To establish, maintain and enhance team-working with colleagues and staff of YMCA Robin Hood Group and to keep confidential all information about individuals and the business of the Group. Any breach of confidentiality will be treated seriously and may lead to dismissal.

**5 Group Ethos**

To support the Christian ethos and core values of the Group. The Group is committed to equality of opportunity and expects all staff and casual workers to abide by our Equality, Diversity and Inclusion Policy.

**6 Health and Safety**

To adhere to the Group’s Health and Safety policies at all times.

**Line Management Responsibility:**

Digital Marketing Apprentice

**PERSON SPECIFICATION**

**Please ensure that you address all the requirements marked with an “A”**

**in the final column as we will be looking for this information when shortlisting.**

**Job Title: Marketing Executive**

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| ***Area*** | ***Criteria*** | ***How Assessed\**** |
| Experience | 1.1 Experience of managing a variety of social media channels and platforms and executing campaigns (Essential) | A, I, T |
| 1.2 Experience of executing email marketing campaigns (Essential) | A, I |
| 1.3 Experience of creating great, targeted content (Desired) | A, I |
| 1.4 Experience of tracking, reporting and analysing data across digital marketing (Essential) | A |
| **Knowledge** | 2.1 Basic understanding of the not-for-profit sector | A, I |
| 2.2 Understanding of the marketing function, and how this relates to the wider field of communications. | A, I |
| **Skills & Abilities** | 3.1 Effective face to face, written communication and influencing skills | A, I, T |
| * 1. Ability to carry out tasks to agreed deadlines and with accuracy. | A, I |
| 3.3 Proven IT and social media skills | A, I, T |
| 3.4 Ability to write accurate, compelling and appropriate content, sometimes to tight and conflicting deadlines. | I, T |
| 3.5 Be able to track and report on numbers and data accurately. | I |
| 3.6 Ability to build positive relationships with internal and external stakeholders. | I |
| 3.7 Ability to work effectively to tight deadlines and to organise own workload. | A, I, T |
| 3.8 Attention to detail and good proof-reading skills. | I, T |
| **Other work-related requirements** | 4.1 Ability to support the Christian core values of the Group | A, I, T |
| 4.2 Ability to understand the needs of people from diverse cultural, social and racial backgrounds | I, T |
| 4.3 Ability to work evenings, weekends and early mornings if required | I |

**\*When Assessed** – (A) on Application form, (I) At Interview, (T) During Test,

(D) From Documentary evidence e.g., references, qualifications (relevant qualifications will be checked at the interview stage), driving license etc

*YMCA Robin Hood Group is committed to promoting diversity and practicing equality of opportunity*

*YMCA Robin Hood Group is committed to the protection of children and adults at risk*