

Digital Marketing Manager Job Description

**Job Title:** Digital Marketing Manager

**Department:** Marketing

**Responsible to:** Director of Marketing, Admissions & Fundraising

# Purpose of the Job:

* to raise Prior’s Court’s profile through the development of its online presence
* to communicate its achievements to external and internal audiences
* to support the overall objectives of the charity and those of specific functions including fundraising, recruitment, admissions and others

# Responsibilities:

Working within the Marketing & Communications team, the role involves developing the online marketing strategy as well as hands on delivery and execution.

* Create and update digital marketing strategies that will support the organisation to achieve its aims as part of the overall Marketing and Communications plan
* Review new technologies and keep the company at the forefront of developments in digital marketing
* Use appropriate analytics to measure, evaluate and report against goals and performance of all digital marketing activity and plans
* Lead the development of the company website, devising strategies to drive online traffic and continuing to improve usability, design, content and conversion
* Lead the development of the social media presence
* Develop and manage digital marketing campaigns across multiple channels utilising tools and techniques as appropriate including e-mail marketing, paid search, SEO and PPC
* Work with the Marketing & Communications team to create high quality content for a range of online platforms which is optimised and consistent with the brand and tone of voice
* Work with external agencies when required to develop the online presence

# Qualification and experience:

Essential

* Previous experience in a similar digital marketing role
* Relevant experience including CMS, SEO, PPC, e-marketing, social media and analytics
* Knowledge of current online marketing trends and best practice Preferred
* Relevant professional qualification

# Key Skills and attributes:

* Experience of digital marketing at strategic and hands on operational level
* Excellent written English and proven design flair
* Team player