

JOB DESCRIPTION

Job Title: Senior Digital Marketing Officer

Grade: SG6

Department: Communications and Recruitment

Responsible to: Digital and Website Marketing Manager

Responsible for: N/A

Key Contacts: Head of Digital Marketing, ILS Web Team, Faculty Marketing teams, CRM Team, Content Team

Standard Occupational Classification (SoC code):

Non-Contractual Nature of Role Profile: This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE

To coordinate, plan and execute a broad range of website management and maintenance tasks, demonstrating attention to UX and usability, reporting and behavioural analytics and SEO best practice. Contributing to the achievement of corporate goals through providing operational support for all digital marketing led workstreams and projects.

- Ensuring all prospects, students and other key audiences are well informed across all aspects of the University lifecycle (research, application, acceptance, student life and alumni) via the continuous audit, maintenance and improvement of our website properties.
- To share expertise with faculty and directorate teams to ensure best practice is adopted and a user-centred approach is taken in the creation of web content and website updates
- To ensure that the website content meets brand guidelines, is well written and in a style and tone relevant to the specific audience being targeted

KEY ACCOUNTABILITIES

Team Specific:

- To provide support to the Digital and Website Marketing Manager and Head of Digital Marketing in the delivery of Content, SEO, UX/UI, web development, reporting and training workstreams

- To assist the Digital and Website Marketing Manager with the operational project management and delivery of website development projects.
- Manage the creation of SEO friendly web content and support the Digital and Website Marketing Manager with technical website improvements to ensure that our website is optimised for search engine traffic
- Track SEO keywords and monitor performance against SEO KPIs, providing reports when required.
- Manage the creation of new course pages and approval of updates to existing courses, working with faculty marketing teams to ensure all course information is correctly advertised on the website
- Support the creation of engaging web content appropriate to our range of target audiences including tracking engagement and making recommendations for new website content across all formats
- Use analytical and behavioural performance tools such as Google Analytics/Looker Studio, Google Tag Manager, Microsoft Clarity and SEO (SEMrush) to provide reports and analysis.
- To provide support to our network of web editors and authors with website queries related to recruitment webpages and tracking.
- To support the Digital and Website Marketing manager to deliver digital best practice and ad hoc CMS specific training to users in digital roles across the university
- Any other duties which are appropriate to the grade of the post.

Generic:

- Must possess an understanding of the digital marketing landscape and have experience using web content management systems
- An effective communicator, able to liaise with stakeholders of all levels of seniority and to build strong working relationships and partnerships.
- Demonstrate the ability to produce engaging and audience-centered website content
- Must demonstrate the ability to communicate complex technical concepts to non-digital audiences
- Maintain a professional approach at all times (team player) and work with other staff effectively to help maximise team outputs
- Execute agreed workstreams and manage projects with efficient methods of working
- Awareness of other Marketing Communications Disciplines

Managing Self:

- Maintain a professional approach at all times through the application of effective relevant skills
- Prioritise work effectively and deliver under pressure
- Work with other staff effectively to help maximise their performance by working as one team

- Ensure the Digital and Website Marketing Manager is updated regularly as agreed on progress against tasks.

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Marketing & External Relations (MER) delivers the required level of service.

KEY PERFORMANCE INDICATORS:

The Marketing Communication Team KPIs are:

- Raise Brand Awareness
- Raise direct response
- Raise student engagement levels
- Raise student satisfaction
- Raise stakeholder engagement and the value of the department to the institution and its audience
- Everyone contributes to these KPIs to help realise the brand and corporate strategy

KEY RELATIONSHIPS (Internal & External):

- Line manager: Digital and Website Marketing Manager
- The other Senior Digital Marketing Officer role (there are two roles), the Industrial Placement student, and the Head of Digital Marketing.
- Directorate: Wider marketing communications team
- Integration: ILS web team, suppliers/agencies/consultants
- Faculty Marketing Teams and website users in other professional services departments

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Experience of implementing SEO measures to improve site performance.
- Experience of using Content Management Systems to create and maintain website content.
- Experience of creating tailored marketing messages for different audiences.
- Experience of producing reports and analysis using Google Analytics and Looker Studio.
- Experience of managing small projects from inception to completion.
- Knowledge of digital marketing communications environments.

Desirable Criteria

- Experience using Squiz Matrix CMS
- Experience delivering Analytics and CMS trainings
- Agency/Supplier management experience
- Experience in the Higher Education sector

SKILLS:

Essential Criteria

- Excellent written and verbal communication skills
- Analytical skills and data driven thinking
- Excellent problem-solving skills
- Organised, able to multi-task and work to deadlines
- Ability to work on own initiative with team spirit and a commitment to working with others
- Excellent communication and listening skills
- Ability to adapt to change

Desirable Criteria

- Good understanding of the characteristics and qualities that prospects / applicants / students / alumni want from a University

QUALIFICATIONS:

Essential Criteria

- Degree or equivalent experience

Desirable Criteria

- Google Analytics Certification
- Professional qualification or evidence of training/development in digital marketing

PERSONAL ATTRIBUTES:**Essential Criteria**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

Desirable Criteria

- N/A