

JOB DESCRIPTION

Digital Marketing and Product Coordinator

Responsible to: Digital Marketing and Innovation Manager

Job summary: The role of the postholder is to lead on digital marketing and is responsible for coordinating campaigns to drive the reputation and income for Signature.

The postholder will produce a programme of digital content, developing new and innovative ways of delivery.

Key Tasks

1. Coordinate implement and monitor marketing and development strategies as per strategic and operational plans.
2. Work with the commercial services team to advise, maintain and develop the group brands using digital platforms.
3. Coordinate, implement and monitor digital activity to support the wider organisational strategy, including web and social media content.
4. Monitor digital activity, data and traffic. Analyse data to identify trends, including tracking, measuring and optimising campaigns - making improvements where necessary.
5. Work with the team to produce and monitor corporate content for the website including reviewing and managing changes to the websites, intranet and other digital channels. This will include filming and video editing.
6. Maintain, advise and implement developments to our digital products and systems - acting as a first point of call for enquiries.
7. Work with the wider organisation on the development and implementation of new digital products, systems and projects.
8. Monitor and promote compliance with brand guidelines, production standards and GDPR.
9. Develop and implement plans to encourage greater staff participation and Signature employee presence online.
10. Support the commercial sales function when required.
11. Carry out any other duties which may reasonably be expected of the postholder.

Updated 12/18

PERSON SPECIFICATION

Digital Marketing and Product Coordinator

Requirements	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • General education levels to GCSE/O and A level or equivalent. • Recognised qualification in Digital Marketing or a Marketing qualification with digital aspects. 	<ul style="list-style-type: none"> • Working towards, or educated to Degree level or equivalent.
Experience	<ul style="list-style-type: none"> • At least one year's experience working within a marketing environment within a small to medium organisation. • Awareness of emerging online technologies and mediums. • Experience in using a variety of social media channels effectively, including social advertising strategies. • Experience in using web content management systems to publish digital content. 	<ul style="list-style-type: none"> • Experience working with databases and CRM systems.
Knowledge	<ul style="list-style-type: none"> • Knowledge of and familiarity with online accessibility standards and issues. • Experience of market research and applying outcomes of research to achieve successful marketing campaigns. • Excellent computer skills including adobe packages photoshop, premiere pro and after effects. 	<ul style="list-style-type: none"> • Understanding of deaf and disability issues. • Interest in IT development or advancements in technology. • Experience in filming and video editing.
Technical/Work-based Skills	<ul style="list-style-type: none"> • Experience of understanding analytics to aid improvements. • Experience of involvement with integrated digital marketing campaigns. • Search engine optimisation knowledge. 	<ul style="list-style-type: none"> • Knowledge of PHP and other web based languages / frameworks. • Technical skills in making design changes to websites. • Experience of maintaining websites.
Skills/Attributes	<ul style="list-style-type: none"> • Excellent oral and written presentation skills, specifically written English. • Ability to problem solve. • Creative, dynamic and innovative. • Excellent organisational skills. • Enjoy working with a busy, diverse workload. • Effective and efficient time management. • Flexible, effective communicator. • Excellent interpersonal skills, able to deal with people at all levels. • Excellent presentation skills, specifically written English. 	

Relationships

Internal: Staff at all levels.

External: External stakeholders – customers, suppliers, trustees, media.

Equipment / Software Used

Standard office equipment to include various computers and software packages for Windows and iMac workstations.

Location and working hours

This post is based in the Signature's Office in Mersey House, Mandale Business Park, Belmont, Durham, DH1 1TH. This is a non-smoking building and smoking breaks are not permitted.

Working hours – full time 37 hours per week.

Salary

Full time – Circa £21,000 gross per annum, dependent upon skills and experience.

Holidays

Full time 26 working days per year, plus recognised bank or public holidays currently 8 in all. Of the 26 days' holiday, you must keep up to 3 days each year to bridge the gap between Christmas and the New Year, when the office closes down.

Requirements

Employees are expected to complete the following Signature courses within 2 years of commencing employment:

- Level 1 Certificate in British Sign Language.
- Level 1 Certificate in Developing Communication and Awareness with Deaf and Deafblind People.

Post is subject to a 6 month probationary period and receipt of references satisfactory to us.

Pension

Signature operates an auto enrolled pension scheme through the Pensions Trust.

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