



JOB DESCRIPTION

Job Title: Digital Marketing Assistant (with Graphic Design experience)

Reporting to: Brand Development and Engagement Manager

Purpose of the Job

To assist in the implementation of the company's agreed strategy developing targeted digital marketing plans that allow us to communicate and promote our brand and mental health and wellbeing services to all our constituencies through a selection of digital and traditional channels.

The Digital Marketing Assistant will develop, implement, track, and optimise their digital marketing campaigns across all digital channels with a specialist knowledge and focus of SEO and social media strategy.

With a strong grasp of current marketing tools and strategies, the Digital Marketing Assistant will lead integrated digital marketing campaigns from concept to execution primarily through digital means such as search, social media, viral, marketing and so on, according to agreed budgets.

Main Duties and Responsibilities

Management of Self

- Leading by example, ensuring that good mental health practices are deployed within all the spaces operated by the company
- Helping to set and maintain a professional yet comfortable culture within the office environment
- Ensuring deadlines are met and work product and reports submitted on time

Key Duties

- Taking the lead on SEO, traffic reporting and analysis, site optimisation and ensuring policies such as data protection are adhered to
- Reporting clearly and concisely to the Brand Development and Engagement Manager and wider team so progress can be tracked and evaluated.
- Manage, plan, collaborate and execute all digital marketing, including but not limited to social media, marketing/CRM database, social media, paid and display advertising campaigns
- Ensuring the promotion of a consistent brand image and positioning of the company to external and internal publics, through InDesign or similar
- Assist in the building of a database of contacts within the education and business sectors
- Utilise a range of techniques including paid search, SEO and PPC
- Design, build and increase the social media presence
- Develop and manage digital marketing campaigns

- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Track conversion rates and make improvements to the website
- Support the improvement of the usability, design, content, and conversion of the company websites
- Evaluate customer research, market conditions and competitor data
- Identify trends and insights and optimise spend and performance
- Brainstorm new and creative growth strategies
- Collaborate with internal teams to create campaigns, landing pages and optimise user experience
- Utilise strong analytical ability to evaluate end-to-end user experience across multiple channels and touch points
- Identify, evaluate, and improve conversion points and optimise user funnels

Other Duties

To assist the company with general administrative duties as may be required from time to time.

Key skills:

1. Graphic design
2. SEO and web design (Wordpress)
3. Social Media skills
4. Database management
5. Good language skills (copywriting)