



Role Profile			
Role	Digital Marketing Manager	Department	Marketing and Admissions
Direct Reports		Reporting To	Director of Marketing

**Role Purpose**

The Digital Marketing Manager will be responsible to the Director of Marketing for the delivery and implementation of Marketing strategies and Digital Marketing Plans which enable the group to achieve organic growth targets. The post holder will be responsible for developing, managing and overseeing implementation of marketing campaigns which promote the value of the group and school’s brand and services.

The Digital Marketing Manager will play a major role in enhancing brand awareness, as well as driving website traffic and acquiring leads/customers. Included within this is responsibility growing digital channels to generate new customers, as well as overseeing the delivery of individual digital campaigns. This will include responsibility for the review and oversight of all electronic and social media Marketing channels, ensuring they are continually developed to grow online presence.

You will be experienced in search engine optimisation, adopting a test and learn approach to ensure continuous improvements, providing advice and guidance to school-based teams to ensure successful implementation and delivery.

**Key Accountabilities**

**1. Digital Marketing**

- Manage Marketing activity across the group ensuring the delivery and implementation of the Group’s Digital Marketing Plan and supporting local school plans which enhance and develop digital marketing channels.
- Ensure the development of engaging websites, which deliver increased traffic and interest with strong content plans which engage audiences.
- Responsible for improving the design, usability, content and conversion points within each School and Group websites, to promote increased admissions and growth.
- Conduct surveys and in-depth research and analysis of key subject areas, to inform content development and engaging website content.
- Work with local school teams and the Marketing Director to Integrate SEM/SEO, analytics, automated mailing and other tools and techniques to capture and qualify leads, evaluating the ROI of marketing campaigns.
- Explore, support and develop social media marketing channels as a key platform to advertise and market each school and the wider Orbital group, developing understanding of the brand and market standing.
- Keep abreast of any changes that may affect the demographics and market challenges in each school’s market, in terms of student base, transport links and competitor schools.

**2. Communication and PR – External**

- Ensure the production of high-quality copy and engaging online content, which drives organic search and user experience including, but not limited to blogs, articles, guides and email campaigns.
- Investigate and identify editorial/advertorial opportunities within each school region, including free exposure opportunities, providing appropriate oversight and direction to ensure local marketing teams exploit.
- Support the development of opportunities and local events at each school which develop a reputation within the local community.
- Ensure all critical partners are updated and informed with up to date information about all schools e.g. School directories, feeder schools, estate agents, local ex pat organisations, local business, social and cultural groups etc.
- Establish, develop and nurture relationships and indirect channels of marketing with such bodies, providing regular updates and encouraging inclusion within their wider communications.
- Oversee and review relevant promotional material to support marketing campaigns and school admissions - including targeting identified audiences/ marketing databases with effective promotion material; Flyers, Advertisements, Newsletters, Open Day promotional material and other marketing related projects.
- Ensure all schools have a suite of template marketing material which promotes key services and the reputation and brand of the school.

**3. Management Information and Reporting**

- Improve and develop the systems surrounding all aspects of reporting, conversions and successes of Marketing campaigns.

- Analyse admissions data and understand success and conversion rates from various marketing channels, and provide recommendations to identify the most effective forms of marketing and improve campaign outcomes.
- Prepare a monthly report containing performance metrics and statistics for various marketing platforms.
- Interpret and evaluate data to identify opportunities for improvement and development.

#### **4. Retention Focus and Parent Engagement**

- Support parent engagement strategies and the overall parent experience, collaborating with school admissions teams to understand the customer journey and actively support student recruitment with high quality marketing material.
- Oversee regular and proactive communication with parents using more than one communication platform (through social media / workshops / information meetings etc) creating a regular cycle of communication with schools to overcome them.

### Person Specification

#### Skills, Knowledge, and Experience

- **Degree Qualified or** relevant Marketing Qualification / Experience.
- A minimum of 5 years' previous experience in a digital marketing/ advertising position, with experience executing successful digital & social media marketing campaigns - experience in a similar role in a service environment preferable
- A passion for all things eCommerce and digital, with knowledge of emerging trends in digital and social media and the ability to apply this when developing content.
- Ability to organise, support and deliver integrated, multi-channel marketing solutions, familiar with a range of digital marketing tools such as survey and analytics software, adobe, forums, videos, graphics, and blogs.
- Solid understanding of HTML and other coding, CSS, JavaScript, Microsoft packages and competent spreadsheet skills.
- In-depth knowledge of various social media platforms, best practices, and website/ google analytics.
- Strong knowledge/experience of search engine marketing (SEO and PPC), keyword research, search console, google my business / facebook ads manager and managing a marketing database.
- Some prior experience of working with CRM packages.

#### Behavioural Competencies

- Available for occasional international travel as required across the group.
- Highly creative with excellent analytical abilities to maintain excellent standards and improve campaign outcomes.
- Excellent communicator with confident interpersonal skills and an ability to work collaboratively, supporting colleagues and communicating effectively with all.
- Committed to promoting and ensuring compliance with the group's policies, vision and values, best practice, codes of conduct, and equality and diversity policies.
- Works independently and flexibility and comfortable to manage any other duties as may be reasonably required by the Director of Marketing.
- Enthusiastic, flexible and able to consider and accommodate different viewpoints and objectives.
- Ability to work and manage conflicting priorities and challenges simultaneously to meet deadlines.
- Takes accountability for own training / professional development as necessary.