



BERKHAMSTED

— 1541 —

Job Description

Digital Marketing Manager

Hours of Work: Full-time all year round

Reporting to: Head of Marketing

Purpose:

The Digital Marketing Manager will be responsible for our digital marketing, with a focus on developing content for our social media channels, website and advertising campaigns.

The role is accountable for the delivery of market-leading assets in line with strategic aims, to effectively engage end users and grow pupil enrolments for the Group. An immediate, and ongoing, requirement for this role is to write, and implement, a Content Strategy to transform and future-proof our expanding content assets library.

We are looking for a Digital Marketing Manager to raise our profile through compelling content and storytelling. Someone with passion and a lover of words who pays incredible attention to detail. You will need to be confident in producing great content that not only engages and informs our customers but helps increase the organic traffic to our website and drives engagement. Content should be usable across a variety of formats and channels (blogs, e-mails, video scripts, landing pages, ad and social copy, podcasts, etc).

Superb stakeholder management skills and an ability to influence are a must, as they will collaborate with senior colleagues across the Berkhamsted Schools Group. They must be used to working as part of a busy creative team, as they will be collaborating daily with designers and visual content producers, providing feedback that shapes the direction of creative assets. The right candidate will have a wealth of experience acting as the driving force for content, owning the advocacy of effective content and messaging in a successful customer service or educational business.

Social Media Key Responsibilities:

- Working with the Marketing team to create a content marketing plan which develops engaging content that tells a story and provides value across our social channels
- Develop and produce original content, and identify distribution channels to maximise new leads and conversions of prospective families, up-to-date stories for current families and help support the alumni communication platforms for Group news
- Develop brief, and if required video script, for videography and photography to support content
- Support the promotion of school events e.g. Open events, drama plays, music concerts, etc.

- Use a sound understanding of rights management and agreements across static and video content with support from our Data Protection Advisor
- Deliver and seek to improve digital campaigns across paid and non-paid channels – including the management of our PPC campaigns and SEO
- Manage event advertising for the Group with planning, budget management and analysis for each campaign
- Research, report and analyse business impact of content marketing campaigns (using Google Analytics, SEO) in association with the Marketing team and our agency partners
- Keep up-to-date with the latest developments in social media, PPC, and retargeting technologies to capitalise on new opportunities and generate novel ideas
- Manage our podcast programme development and promotion

Website Key Responsibilities:

- Take a proactive approach to website management and updates with content and also ensure copy is up-to-date and relevant
- Manage any technical updates with our partner website agency
- Produce high-quality written content for our website and educational press with support from the Marketing team
- Be the primary internal contact for the department and create strong relationships across our internal and external stakeholders to develop a wide variety of content that is appropriate to the Group and each individual School or Enterprise unit
- Recommending SEO marketing activities including keyword research, content strategy and link building in partnership with our website agency

Requirements

- Detailed, passionate and creatively ambitious content writer seeking to elevate social in-house content to play a key role in brand and community building at a national and international level
- Demonstrable experience of 3-5 years social content creation across a range of formats and platforms including video, carousel, stories/vertical video, static posts, tweets, lives and reels across both brand storytelling and more tactical product briefs where appropriate
- A solid understanding and experience of Wordpress CMS, SEO, UX and digital best practice
- A genuine love for social media, trends, hashtags, memes, innovations and social best practice
- Excellent organisational skills, including time management, prioritisation, forward planning, timely delivery, meeting deadlines and publishing
- Proactive mind-set and can-do attitude
- An eye for detail and the ability to come up with innovative ideas
- Needs to be comfortable with some out of hours working
- Flexibility, and a willingness to learn and jump in to help where needed