

JOB DESCRIPTION

Job Title: Digital Marketing Assistant

Responsible to: Director of Business Development and Marketing

Location: Stirling

MAIN PURPOSE

This is a new and exciting role created to implement and accelerate the company's digital transformation strategy.

The post holder will be directly involved in the delivery and implementation of marketing activities and initiatives for Triage Central Limited, in line with the marketing objectives set out by the company's marketing and digital strategy.

The post holder will have specific responsibility for marketing activity in key areas, including digital communications (with a particular focus on digital marketing and social media), business development (maximising the opportunities for digital lead attraction and conversion), liaison with external agencies, stakeholders and suppliers managing campaigns, the co-ordination of special events and the provision of support for office-based staff through on-site marketing activity.

Key objective of the digital transformation strategy is to increase reach and most importantly to convert interest into action!

To support the effective delivery and implementation of marketing activities, in particular focussing on the digital channels, with a co-ordinated and consistent approach. This will be focussed on driving visitor traffic to our digital platform (www.triagecentral.co.uk), using relevant and appropriate channels to increase employer and client engagement, reach of the Triage name and conversion of interest into sales and client/learner engagement. The successful implementation of the Marketing Plan and its essential digital transformation strategy are fundamental to the success of this role.

KEY RESPONSIBILITIES

Main duties and responsibilities

1. To support the implementation of activity in line with the marketing objectives, and in conjunction with the company's marketing strategy.
2. To create and implement multi-channel marketing campaigns.
3. To create and manage a social media calendar for all key sites and relevant social media platforms.
4. Create and develop engaging social media content.
5. Liaise with all operational staff encouraging them to provide content.
6. To liaise with agencies, contractors, suppliers and other key contacts in managing marketing projects, including the production of all digital marketing materials.
7. To monitor and evaluate the performance of all digital marketing activity.

Digital Communications

8. To develop and implement the Digital Communications Strategy.
9. To increase and public exciting and engaging digital content across social media channels.
10. To increase the overall reach of the company in the digital space and provide regular updates.
11. To ensure all customer enquiries received online are responded to promptly and accurately.

12. To manage the subscriber database (and lists), monitor the performance of e-mail communications, and produce and distribute regular e-newsletters with relevant content.
13. To ensure that the Triage website is making good use of SEO and PPC tactics, with a particular focus on managing all traffic generated by social media.

Public Relations – Stakeholder Engagement

14. To manage liaison with the organisation's external stakeholders with the Marketing Director to secure positive and regular coverage across all digital platforms.
15. To plan and execute the company's events and activities, capturing this into the Social Calendar and planning the content for delivery into the social media arena. Working closely with the local Managers and with event-based staff to ensure that all personnel are fully briefed on the events programme.

The position will involve occasional work away from the normal workplace, and may require the post-holder to undertake other duties from time to time which are commensurate with the level and scope of the post.

TERMS AND CONDITIONS

Job Title:	Digital Marketing Assistant
Responsible to:	Director of Business Development and Marketing
Salary	£16,000 - £18,000 per annum
Place of Work:	Stirling
Hours of Work:	The core office hours of the Company will be 9.00 am to 5.00 pm Monday to Friday. To ensure the smooth running of the company you will work 35 hours per week. These hours may be required to be worked outside of the core hours, but between the hours of 8.00 am – 8.00 pm Monday to Friday as shall be required by the Company from time to time.
Holidays:	33 days per year including an allowance for statutory/bank holidays. Six of the 33 days will be allocated to Christmas Day, Boxing Day, New Year's Day, 2 nd January (or days in lieu of these given by the Company at their discretion when these days fall on weekends), Easter Friday and Easter Monday, and you will require to take a holiday from your 33 days entitlement on these days. The Company will intimate details of these days each year.
Sickness:	The company sickness entitlement will be on the basis of statutory sick pay with additional sick pay at the discretion of the company
Pension:	The company operates a Group Personal Pension Plan, all staff are subjected to the auto enrolment rules, where employees are automatic enrolled, opted in or can request to join the scheme.
Driving Licence:	A clean or near clean current driving licence would be an advantage.

PERSON SPECIFICATION

Qualifications

Essential

- Educated to degree level (or equivalent) or HND or SVQ4 level – either in marketing or another relevant discipline.
- Copy writing experience, ability to write creatively and imaginatively.

Desirable

- Evidence of being open to new ideas and team player.

Experience

Essential

- Experience within a communications/marketing role (preferred).
- Proven track record in driving online growth (preferred).
- Experience in using current social media channels and tools in a business environment.
- Experience of managing website content, including the use of CMS applications, editing and publishing tools.
- Competent in using Microsoft Word, Excel and Powerpoint, with a working knowledge of database management.

Desirable

- Experience of marketing within the employability sector.
- Familiar with managing mailing lists in line with Data Protection legislation.
- Familiar with editing images and using graphic design software.

Skills and Personal Requirements

Essential

- An enthusiastic approach to marketing and a strong desire to see positive results for the company.
- Excellent oral and written communication skills.
- Good photographic skills.
- Highly organised with the ability to prioritise tasks.
- Excellent organisational and administrative skills, including the ability to successfully manage and deliver multiple projects concurrently.
- Capable of working both independently and as a team member.

Desirable

- Experience of creating and managing Google Ads.
- Ability to use a range of data analysis tools, including Google Analytics.
- Experience of managing mailing lists in line with Data Protection legislation and producing regular e-mail newsletters.
- Familiar with editing images and using graphic design software.