

Job Description

Job Title: Digital Marketing Executive (Band 4)	Reporting to: Head of Marketing & Portfolio
Department: Sales and Marketing	Contract: Permanent
Hours: Full-Time 35 hours Monday to Friday	Location: Flexible

Job Purpose

AbilityNet relies on its digital marketing and communications to promote its charitable and commercial services, targeting a wide range of audiences in the UK and further afield with a variety of messages.

As the Digital Marketing Executive, you will report to the Head of Marketing and Portfolio, and work with the Marketing Team to assist in the planning, execution, and optimisation of our online marketing efforts.

Principal Accountabilities

- Planning and execution of digital campaigns to deliver our marketing and communication plans
- Working with colleagues to prepare content for our website, email newsletters and other platforms, and support distribution through relevant marketing and communication channels
- Working with colleagues to deliver and promote our webinars programme
- Working with colleagues to deliver and promote our podcast
- Working with colleagues to deliver, monitor and maintain our presence on social media – especially, LinkedIn, Twitter and Facebook
- Working with colleagues to manage the AbilityNet website to ensure that it delivers commercial and charitable goals

- Posting articles on our Intranet and contributing to internal comms
- Routinely gather data about digital marketing efforts using web analytics tools such as Google Analytics and other available data sources
- Acquire insight in online marketing trends and keep our approach up to date by engaging in continuing professional development
- To undertake any other task consistent with the scope of the post, as requested by the Head of Marketing and Portfolio

Knowledge, Skills and Experience

Required:

- Proven experience as Digital Marketing Executive or similar
- Excellent understanding of digital marketing concepts and best practices
- Hands-on skills with email newsletters, websites, webinars, and other marketing-related activities
- Experience with B2B social media and email marketing
- Experience of routine use of web analytics tools and reporting to support decision-making
- Excellent communication and interpersonal skills
- Self-motivated and proactive

Desirable:

- Experience of video production and working with video producers
- Skills and experience in copywriting
- Existing interest in technology and accessibility
- Degree-level or professional qualification in a related field
- Working knowledge of running advertising campaigns - Google Ads, Facebook Ads Manager, LinkedIn advertising, etc

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of AbilityNet at any time after discussion with the post holder.