|  |
| --- |
| **AbilityNet Job Description** |

|  |  |
| --- | --- |
| **Job Title:** Digital Marketing Manager | **Band**: 3 |
| **Responsible to:** Head of Marketing & Portfolio | **Department:**  Marketing |

|  |
| --- |
| **Job Purpose** |
| As a member of the Marketing & Communications Team, you are responsible for planning marketing activity that supports AbilityNet’s key strategic goals, by growing awareness of our Free and Accessibility products and services.  You will work closely with marketing colleagues, sales team and others to identify tactics that will retain existing customers, raise awareness among potential new customers and increase % of business conversions. |

|  |
| --- |
| **Principal Accountabilities** |
| You have two main roles:   * Working with colleagues to create marketing and communications plans that meet the organisation’s needs * Working with colleagues and external suppliers to deliver and report on marketing activities to meet these plans. This can include webinars, blogs, website content, email campaigns, collateral, advertising, video, social media, events and other activities as required   **Marketing planning**  You will work with colleagues to create, monitor and manage marketing plans. Your planning work will focus on specific areas of AbilityNet’s charitable and commercial activities. These may vary over time depending on the work of the team but currently include:   * Workplace services * Training * Accessibility services * Free services/support at home   Depending on the specific plans that are developed you may need to be involved in market research, product development, budgeting, scheduling, recruiting and acquiring suppliers, data gathering, analysis, annual review, liaison with partners and other activities as required.  **Marketing delivery**  The marketing team must deliver a range of marketing activity to suit the marketing plans. Team members will work across a range of activity according to workload, expertise and priorities. This will include:   * Planning, promoting, delivering and archiving webinars * Planning, writing, commissioning and publishing blogs and other content as part of the communications calendar * Editing and publishing website content including services information * Planning, writing, sending and monitoring email campaigns * Planning, producing and sharing collateral, including sales collateral * Planning and executing advertising campaigns * Planning, producing and sharing videos * Planning, executing and monitoring social media campaigns, events and other activities as required * Liaising with colleagues and clients to support the development of our services * Keep abreast of activity in the marketplace and share knowledge and insights with the marketing team and others * Preparing and sharing reports about activity with relevant staff and others * Liaise with colleagues and clients to support the development of our services * Keep abreast of activity in the marketplace and share knowledge and insights with the marketing team and others * Work with the marketing team and others to manage the AbilityNet website   **General AbilityNet comms**   * Work with colleagues to support AbilityNet events inc TechShare Pro, Volunteer Conference and others * Support colleagues with internal comms inc. intranet, All Hands, Company Day, etc * Work with the marketing team to develop and implement brand guidelines |

|  |
| --- |
| **Knowledge, Skills and Experience** |
| **Essential:**   * Minimum of two year’s marketing experience or relevant equivalent * Relevant Marketing qualification or equivalent * Ability to confidently communicate and network with people from different organisations to build strong collaborative relationships * To be self-motivated and proactive, with demonstrable innovation skills * Excellent planning and organisational skills with the ability to manage own workload * Flexibility to travel within the UK as and when required (estimated 2x per month) to attend internal meetings, internal and external events and meet partner organisations   **Desirable:**   * Experience of working in the charity sector * Knowledge of Assistive Technology and/or Accessibility * Lived or personal experience of disability |

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.