

Job Description

Job Title:	Digital Marketing Executive
Reports to:	PR and Communications Manager
Contract type:	Permanent
Contracted hours:	37.5 hours per week
Remuneration:	£24,313 - £26,317 (NJC Scale 6)
Conditions:	Normal working hours are Monday – Friday 9am-5pm. Occasional evening and weekend work may be required. A six-month probationary period applies.

Key Purpose

High Rise is an exciting new indoor adventure centre in Lisburn, featuring Clip ‘n Climb, soft play and a range of other facilities, opening soon! The centre is being developed by Employers For Childcare, an award-winning social enterprise, and we are recruiting for an enthusiastic and creative Digital Marketing Executive to join our team immediately, and be responsible for planning and implementing all digital marketing activity for High Rise.

The post holder will take the lead in all digital marketing activity for High Rise. They will support the PR and Communications Manager to deliver internal and external communications, marketing and promotional activities, publicity and event management.

Main Responsibilities and duties

- Plan, create and co-ordinate creative and engaging content for digital channels – to include online and social media advertising, PPC as well as organic content
- Be responsible for day-to-day social media management
- Using our Content Management System, maintain and update the High Rise website, including drafting relevant copy, sourcing imagery etc and use SEO techniques to improve website visibility
- Monitor, analyse and report on website, digital, and broader marketing activity, using Google Analytics
- Design and circulate email marketing newsletters including building and management of contacts database
- Develop engaging video content to drive traffic to company website and generate bookings for High Rise
- Keep up to date with new social media platforms, web technologies and digital marketing trends and implement these, as appropriate, into marketing activities
- Development and management of a wide range of marketing materials including brochures, flyers, online graphics, menus etc
- Supporting the general marketing and communications function of the Employers For Childcare charity and social enterprise as required

Communication, Personnel and Organisational Development

- Secure comprehensive understanding of the aims and work of Employers For Childcare
- Participate in photographic and media events as required to promote the organisation
- Participate in events and meetings at times and venues required, including evenings and weekends, and travel as required to meet the needs of the organisation
- Engage in prompt and full communication within your own team and across teams
- Participate in and contribute to regular meetings, staff training and development activities on company services, operating systems, processes and procedures
- Demonstrate a calm, pleasant manner and a flexible and cooperative approach at all times, treating clients and colleagues with courtesy and respect
- Communicate with and influence a wide range of internal and external stakeholders
- Work flexibly and across teams and organisational functions as required
- Undertake any other reasonable duties appropriate to the achievement of the organisation's goals and targets

Information Security

- Comply with the organisation's Security & Confidentiality policy at all times, ensuring the highest levels of information security, data protection and confidentiality.

This job description is neither exhaustive nor exclusive and may be reviewed depending upon operational requirements and staffing levels.

Personnel Specification

The Personnel Specification shows essential and desirable skills, abilities, knowledge and qualifications required to be able to carry out the duties of this post.

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Essential Qualifications and Experience	<ul style="list-style-type: none"> • Degree or equivalent in marketing or a relevant business-related discipline • Minimum of 2 years of experience, working in a digital, marketing, communication or content creation related discipline – experience to include: <ul style="list-style-type: none"> ○ Producing content for websites and updating this using a CMS ○ SEO ○ Social media management including advertising ○ Email marketing ○ Video production and editing • IT literate to include extensive use of electronic communications, desktop publishing and Microsoft Office programmes.
Desirable Qualifications and Experience	<ul style="list-style-type: none"> • Graduate membership of CIM or similar relevant membership body • Experience working with design packages such as Adobe Illustrator, Photoshop, InDesign, Canva
Essential Skills and Aptitude	<ul style="list-style-type: none"> • Excellent writing, proofreading and content editing skills • Ability to demonstrate creativity, imagination and flair • Good organisational skills and the ability to multi-task • Good eye for detail and design • Ability to work on own initiative and to a high standard, independently achieve results • Commitment to Employers For Childcare’s philosophy and values • Ability to work as an effective team member
Essential Special Circumstances	<ul style="list-style-type: none"> • Ability to work flexibly to fulfil the role, including occasional evening and/or weekends when required • Ability to travel occasionally throughout Northern Ireland, UK and elsewhere at times demanded by the job • Possess a full UK driving licence and have access to a car for work purposes • Willingness to actively participate in all photographic and media opportunities to promote the organisation

We reserve the right to enhance criteria at shortlisting stage