

Job Profile

Digital Marketing Executive

Department	Marketing
Location	Solihull
Reports to	Digital Marketing Manager
Hours	37 hours
Contract	Permanent
Constraints (travel/ base/ working patterns etc)	Nominally 37 hours but operationally available at all times to meet Company requirements.
Salary:	£23,000 – 25,000 per annum (dependent on experience)
Date	Office based

About us

Everyday over 65 million people in the UK rely on the energy and utilities sector to provide services that are essential to the health, safety and prosperity of every person and business in the UK.

Energy & Utility Skills are at the forefront of bringing our industry leaders together to identify and address the skills challenges our sector faces. We provide membership, assurance and skills solutions to help employers attract, develop and maintain a sustained skilled workforce to safeguard the future health, safety and prosperity of every person and business in the UK.

About the role

Reporting to the Digital Marketing Manager, the Digital Marketing Executive will support the delivery of the Group's digital strategy, including developing and updating all company websites and social media content. Another key part of this role will be creating engaging video content and infographics to support the wider communications and research team.

About you

You will have a passion for all things digital and will be up to date with recent trends. You will have a good understanding of social media and will have many creative ideas of how to engage with our audiences, using a range of digital media to increase the reach and success of our campaigns.

Key Responsibilities:

The key responsibilities of the Digital Marketing Executive include:

- Key focus on the Talent Source Network (TSN) platform for talent recruitment
- Creating digital content and email campaigns, and utilising social media to drive talent to apply online.
- Raising profile of TSN with employer organisations in the Energy & Utilities sector.
- Focus on PPC, SEO, UX video creation and website updates.
- Monitoring and reporting on website traffic and conversion rates.
- Ensuring all of our website content is up to date and working correctly.
- Create and upload fresh and engaging content onto the Group's websites, including writing content and creating banners.
- Utilising a range of techniques including SEO, PPC and Google Analytics to make informed recommendations on digital activities.
- Supporting the delivery of the social media strategy for the wider Group
- Deliver a demonstrable increase in engagement across social media platforms i.e. likes, views, shares.
- Social media listening – monitoring the group's online reputation and responding as appropriate to tweets and retweets.
- Creating engaging video content and commissioning infographics which can be shared across all digital channels.
- Supporting the business in developing/hosting external webinars as needed
- Reviewing new technologies and keeping the company at the forefront of developments in digital marketing.
- Identifying initiatives for enhancing membership value through our digital platforms
- Supporting the wider communications and research teams to deliver our key messages online.
- Help set and document the vision for the user experience across all group websites, serving as a client advocate to ensure the highest level of usefulness, desirability and client satisfaction.

Additional responsibilities

- Ensure compliance with Energy & Utility Skills data protection policies and processes.
- Take reasonable care of your own health and safety and that of others in the workplace

Job Holder Specification

Specification	Essential	Desirable
Education		
Graduate or working at degree level	✓	
CIM member (MCIM) or equivalent		✓
Work Experience		
Understanding of the energy and utilities sector		✓
Experienced user of Wordpress / Drupal	✓	
Experience of managing PPC, SEO and Google analytics	✓	
Extensive use of Adobe software packages	✓	
Experience of developing e-mail marketing campaigns	✓	
Experience of developing engaging online content including blogs and articles	✓	
Demonstrable experience of developing engaging videos	✓	
Social media savvy with proven use of social media campaign management including LinkedIn.	✓	
Extensive use of content management systems (CMS)	✓	
Experience of campaign reporting and making recommendations	✓	
Experience of UX and user mapping journeys.	✓	
Person Skills		
High standard of analytical and reporting skills	✓	
High level of understanding of content management systems and impact of SEO with hands-on email marketing software skills	✓	
Strong understanding of current online marketing concepts and best practice	✓	
High level of IT literacy to include digital and social media	✓	
Drive, ambition and creativity with the ability to work across a range of platforms	✓	
Strong interpersonal and negotiation skills with the ability to work across a range of stakeholders at all levels	✓	
Ability to meet deadlines and work across a number of priorities	✓	
High standard of literacy – both verbal and written	✓	
Commitment to professional development, staying ahead of changing digital marketing trends and sharing best practice internally	✓	
Self-motivated with the ability to work independently or as part of a wider team	✓	

Curious and inquisitive – ability to quickly build understanding of the market and services, to effectively promote our solutions across the relevant digital channels	✓	
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Values & Behaviours

Together

We are stronger together, collaborating to deliver success

- Supporting and empowering each other
- Working as a team to deliver the best for our clients, customers and colleagues
- Being respectful, responsive and reliable
- Keeping all communication clear and constructive
- Understanding and valuing how we all contribute to our success

Being Credible

A trusted voice providing thought leadership to the sector

- Providing expertise, openly sharing insights and best practice
- Taking a proactive approach to understanding the sector and the key issues affecting our members
- Delivering on time and keeping promises
- Ensuring work is of the highest standard and delivering exceptional customer service internally and externally.
- Taking ownership of personal development

Making a Positive Difference

We do the right thing and make Energy & Utility Skills a great place to work

- Inspiring others by going the extra mile
- Bringing energy, passion and a positive approach to work, every day
- Celebrating success and taking pride in everything we do
- Embracing change and identifying opportunities to make a difference
- Leading by example