

Job Description

Role Title	Digital manager (corporate)		
Directorate	Marketing and Communications		
Team	Content		
Line Manager	Head of content		
New/ Existing Role	New		
Perm/ Fixed Term	Permanent	Grade 3	
Job Purpose	To help us in our mission to address the climate emergency, you'll be responsible for SEO, UX and digital reporting. Working closely with the content team using your insights to optimise the Energy Saving Trust website. To look after our PPC activity (Google Grant) and our paid advertising. Using your expertise to advise your marketing colleagues on their digital-first campaigns.		
Resource Management Responsibilities	Budget/ Equipment Accountabilities TBC	People Accountability None	Contractor Accountability Digital agencies
Critical Accountabilities (between 4-8)	<ul style="list-style-type: none"> • Lead on SEO, working with our agency's recommendations to review and update our current strategy and support the content team to embed best practice SEO principles across the Energy Saving Trust website. • Lead on setting benchmarks, digital reporting, regular testing, UX, and ensuring data is translated into actionable insights so that our website is optimised accordingly. • Responsible for compiling monthly digital KPI reports for the senior leadership team and digital campaign evaluation. • Work closely with our agency and our content manager to make sure our PPC Google Grant is used to best effect. • Work in-house and with agencies on our paid advertising acquisition and brand awareness to bring relevant audiences to our social and email channels, with support from the social media manager where needed. • Work with marketing colleagues to advise on the digital elements of our planned campaigns and regular programme activity, including paid advertising and managing our UTM tagging strategy to monitor effectiveness. 		

	<ul style="list-style-type: none"> • Develop our future email marketing programme so we can develop lead generation and support retention/customer journeys, working closely with the web development manager to explore the functionality needed to support this. • Work closely with our digital manager (Scotland) to share learning and ensure any crossover in role is carefully considered. • Act as the subject matter expert, providing digital expertise, best practice, guidance, troubleshooting to support colleagues across the company. • Upskilling colleagues on digital marketing in the team through training and interactions. • Manage our digital infrastructure and associated budgets and invoicing (email accounts, creative packages, Google accounts), making sure colleagues and agencies have the relevant access and training where appropriate. • Manage digital agencies to ensure the best and most cost-effective results are achieved. • Work with our data governance team and make sure our digital marketing processes across the wider team align with relevant policies and the law. • Undertake other activities as required to support the overall delivery of the marketing communications strategy. • Act as brand guardian for all digital applications and assets. • Occasional travel between our UK offices will be required.
<p>Knowledge, skills and qualifications required</p>	<p>Must have:</p> <ul style="list-style-type: none"> • Demonstrable digital marketing experience in a fast-paced complex environment. • Excellent experience and understanding of SEO, optimisation, UX, accessibility and testing. • Proven experience of interpreting digital reports and turning data into actionable insight that improves content engagement. • Experience of managing PPC Google Grant. • Experience of managing agencies to deliver paid advertising for campaigns, brand awareness and acquisition. • Solid experience and track record of managing and building paid advertising in-house. • Experience of acting as an in-house digital consultant with the ability to manage expectations and troubleshoot. • Ability to horizon scan and consider and implement new trends.

	<ul style="list-style-type: none">• Strong experience of using content management systems, email clients and Google Analytics.• Advanced experience of digital tracking (UTM, GTM).• Experience and understanding of creating new email marketing programmes, automation, and customer journeys.• Strong interpersonal and communications skills with excellent attention to detail.
	<p>Desirable:</p> <ul style="list-style-type: none">• Knowledge of the environmental sector.