

Job Description

Role Title	Digital manager (Scotland)		
Directorate	Marketing and Communications		
Line Manager	Senior Marketing Manager		
New/ Existing Role	Existing		
Perm/ Fixed Term	Permanent	Grade 3	
Job Purpose	<p>To lead Scotland’s digital marketing activity, including SEO, UX and digital reporting. Overseeing paid advertising and the Home Energy Scotland email marketing programme. Using your expertise to advise your marketing colleagues on their digital campaigns.</p> <p>To support the wider digital activity of our programmes in Scotland, including the ongoing development of Home Energy Scotland’s digital energy advice service.</p>		
Resource Management Responsibilities	Budget/ Equipment Accountabilities Scottish Digital budgets	People Accountability Two	Contractor Accountability Digital agencies and platform suppliers
Critical Accountabilities (between 4-8)	<ul style="list-style-type: none"> • Lead on the development and delivery of the digital marketing strategy for Home Energy Scotland channels including SEO, social, email, PPC and display. • Strategically coordinate the paid-for campaign schedule for Scotland, working with colleagues to deliver a streamlined and effective campaign calendar using a combination of in-house and agency led activity with the support of the social media executive. • Manage the Scottish email marketing programme and support the senior digital marketing executive with template development, CRM integration, email automation, and customer journeys. • Manage a portfolio of digital reporting requirements, including Scottish Government KPIs for web and social • Work closely with our digital manager (corporate) to share learning and ensure any crossover in role is carefully considered. 		

	<ul style="list-style-type: none"> • Act as the subject matter expert, providing digital expertise, best practice, guidance, troubleshooting to support colleagues across the team in achieving KPIs. • Upskilling colleagues on digital marketing in the team through training and interactions. • Manage our Scotland-based digital infrastructure and associated budgets (email accounts, creative packages, Google accounts), making sure colleagues and agencies have the relevant access and training where appropriate. • Lead on setting benchmarks, regular testing, UX, and ensuring data is translated into actionable insights so that the HES website and channels are optimised accordingly. • Act as brand guardian for all digital applications and assets. • 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.
<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, optimization, UX, accessibility and testing. • Proven experience of interpreting digital reports and turning data into actionable insight that improves content engagement. • 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. • 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.

Desirable:

- Knowledge of the environmental sector.