

Job Description

Role Title	Digital executive
Job Family & Category	Job family: Technical specialists Category: Technical specialist
Team	Marketing Communications
Line Manager	Digital manager (corporate)
New/ Existing Role	New
Perm/ Fixed Term	Permanent
Job Purpose	Led by the digital manager (corporate), this role will support us in delivering our digital strategy and grow reach and engagement with our priority consumer and business audiences. The postholder will contribute to implementing SEO, the growth and development of our email programme, and paid advertising.
Resource and Management Responsibilities	<ul style="list-style-type: none"> ▪ Budget/ Equipment Responsibilities – Some ▪ People Responsibilities – No line management ▪ Contractor Responsibilities – Working with creative agencies or freelancers.
Key responsibilities	<ul style="list-style-type: none"> ▪ Supporting the digital manager in delivering our digital strategy and growing our online presence to achieve our core KPIs for our website. ▪ Assisting the digital manager in implementing and embedding best practice SEO principles across our website. ▪ Supporting the digital manager to develop our email marketing programme and enhancing our customer journey. ▪ Scheduling our monthly e-newsletter, monitoring effectiveness and collating data into reports. ▪ Using analytics tools to monitor our website and campaign performance, compiling digital reports to present insights. ▪ Working in-house and with agencies to set up our paid advertising across various platforms, monitoring campaigns to ensure they achieve designed outcomes. ▪ Supporting the digital manager to provide expert advice, education and training to colleagues and be up to date with the latest digital trends. ▪ Acting as brand guardian for all digital applications and assets. ▪ Undertaking other activities as required to support the overall delivery of the marketing communications strategy. ▪ Travel to our offices across the UK as required and take part in team building activities and awaydays.

Knowledge, skills and qualifications required	Essential: <ul style="list-style-type: none">▪ Demonstrable digital marketing experience in a marketing/communications team▪ Experience of setting up e-newsletters using an email marketing platform.▪ Experience of managing and building paid advertising in-house.▪ Experience of digital tracking and analytics tools (such as GTM, GA4, Looker Studio and Microsoft Clarity).▪ Some experience of working with agencies to ensure the best and most cost-effective outcomes.▪ Understanding of SEO, optimisation, UX and accessibility.▪ Experience of compiling digital reports and turning data into actionable insights.▪ Experience of working in a fast-paced environment with the ability to prioritise activity and work to deadlines.▪ Strong interpersonal and communications skills.▪ Highly organised with strong attention to detail.▪ A supportive, professional, collaborative team player with a can-do attitude.▪ Commitment to our values and a willingness to learn about, engage with and support our efforts to become a more diverse, inclusive, and equitable organisation.
	Desirable: <ul style="list-style-type: none">▪ Knowledge of the environmental sector.