

## Job Description

### General Details

Job title:	Digital Marketing Manager (MPR17-/06)
Faculty/Service:	Marketing and Communications
Normal Workbase:	Stoke campus
Tenure:	Permanent
Hours/FTE:	1.0 fte
Grade/Salary:	Grade 7
Date Prepared:	July 2017

### Job Purpose

To manage the development, impact and guardianship of the University's digital campaigns for all marketing activities.

To be responsible for the development, optimisation and impact of all our digital channels including all paid digital and campaign activity undertaken by Staffordshire University.

### Relationships

Reporting to: Creative Services Manager

### Main Activities

- To develop the University's digital campaign plan and initiatives to meet brand, commercial and non-commercial objectives.
- To drive the University's understanding and investment in new and emerging media both in communicating to new and existing audiences, and in managing the University's profile and reputation.
- To act as a key contact across the University to ensure our online presence is well represented through the most appropriate channels.
- To ensure that the University's digital presence is highly competitive, interactive and contributes significantly to the attraction and conversion of the University's target audiences.
- To explore and manage new ways to meet the needs of the University's digital activity in order to ensure a high level of traffic to the University.
- To oversee the planning and strategy for paid for digital channels ensuring appropriate budgets and content is delivered
- To ensure that University visual identity guidelines are maintained and the University's online presence is accurate, accessible and interactive and reflects the excellence and diversity of the University.
- To manage the monitoring and analysis of digital performance statistics and search engine rankings, providing advice and recommendations where appropriate.

- To develop the University's digital marketing platforms, such as web 2.0 and SEO strategies.
- To work closely with Digital Services to provide the necessary tools, support, communication and training to schools and departments.
- To manage relationship with schools and services to deliver an integrated and co-ordinated approach to all web activities.
- To create work on Brand and with vision.
- Establishing and managing budget and process. Ensuring monthly cost centre reports and quarterly forecast and budget planning.
- To support University events – help with set-up and take down and attend University recruitment and corporate events where necessary, notably University Open Days, UCAS HE Fairs, Welcome Week and Graduation
- To undertake any other reasonable duties as determine by the Director of Marketing & Communications

### Special Conditions

To be committed to working with the University to further improve the carbon footprint/environmental issues.

### Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

### Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

### Informal Discussion

Should you wish to discuss this vacancy informally before making an application please contact:  
Miguel Casado, email [Miguel.Casado-Lopez@staffs.ac.uk](mailto:Miguel.Casado-Lopez@staffs.ac.uk)

### Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.

## Person Specification

**Job Title:** Digital Marketing Manager (MPR17-06)

**School/Service:** Marketing and Communications

*The qualifications, experience, knowledge skills and personal qualities outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which a decision to appoint will be made. Please ensure that you provide evidence of how you meet the criteria in your application.*

No	Selection Criteria Description	Essential [E] or Desirable [D]	Assessed by *
1	Possess a degree in a relevant subject	E	I
2	Significant experience in digital marketing and web development	E	A/I
3	Demonstrable experience in information architecture and system/ process design, ideally with experience of programming in an online context	E	A/I
4	Good understanding of social media, Content Management Systems, Search Engine Optimisation and new and emerging digital technologies	E	I
5	Good understanding of how design and branding enhance the look and feel of a website	E	I
6	Good understanding of how to maximize the impact of written and visual content to target audiences via the web and digital channels	E	A/I
7	Excellent planning and organising skills, with a proven track record of project management, the ability to effectively organise and prioritise a demanding workload to precise deadlines and ideally external contractor management experience	E	A/I
8	Excellent interpersonal and influencing skills with the ability to communicate effectively both orally and in writing with a range of audiences with reference to practice and experience and the ability to interpret the impact of technologies for non-technical audiences	E	I
9	Previous experience and demonstrable skills in people management, motivating and developing team members	E	A/I
10	A flexible and committed approach to work	E	I
11	Highly numerate with experience of and ability in budget management	E	I

**\*Key**

[A] Application form

To be assessed against the information provided in the relevant steps of the application form and the evidence required under Section 4, 'Supporting Statements'

[I] Interview

To be assessed during the interview process including selection tests or presentation, as appropriate