

## JOB DESCRIPTION

<b>Job Title:</b>	Digital Marketing Officer
<b>Department:</b>	Marketing
<b>Manager:</b>	Marketing Manager
<b>Hours:</b>	35 hours per week (full time)
<b>Location:</b>	London or Kent
<b>Salary:</b>	£28k - £30k depending on experience

### About us:

Changes in both healthcare and education have revealed exciting opportunities for the osteopathic profession. In recognition of this increased demand, the BCNO Group (British College of Osteopathic Medicine & European School of Osteopathy) is developing and expanding educational pathways, unlocking options for flexible study and innovative, and topical learning experiences. This will ensure our graduates are ready to embrace the new and wider opportunities evolving within the profession.

BCNO provides a student and patient-centric culture, working in pursuit of excellence through research and respect for creativity and innovation to prepare our graduates for an exciting career in osteopathy.

### Job summary:

An exciting opportunity has arisen to join the BCNO Group as a Digital Marketing Officer. In this role you will be responsible for the design, development and delivery of digital marketing in support of the promotion of the activities of the BCNO Group (British College of Osteopathic Medicine & European School of Osteopathy).

The post holder will work as part of the marketing team and with wider staff, academics and students across the College as well as with our alumni (graduates) and other key stakeholders.

The Marketing team comprises the Marketing Manager, Digital Marketing Officer, Marketing Officer and the Marketing Assistant.

### Key responsibilities:

- Create and upload copy for the organisations' websites (liaising with staff and academic leads to obtain copy and source material)
- Work with the Marketing Assistant to create images for the organisations' websites and materials

- Write and dispatch email marketing campaigns at key events during the year for example ahead of UCAS deadlines, Freshers' Week, Open Days, Graduation
- Provide expert advice on social media strategy - develop and implement social media engagement and brand awareness campaigns across social media platforms (currently Facebook, Instagram, Twitter, LinkedIn)
- Use web analytics software to monitor the performance of BCNO Group websites and make recommendations for improvement
- Develop and implement online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- Design and position high quality creative for online campaigns including Pay-per-click, display advertising, including the creation of targeted HTML emails, banner creative and other online advertising
- Work with the marketing agency on search engine optimisation across all our websites
- Provide regular reports and analysis for the Executive team and Board to demonstrate effective return on investment (ROI)
- Conduct keyword research and web statistics reporting
- Develop and integrate content marketing strategies
- Keep up to date with current digital trends
- Manage the contact database and assist with lead generation activities
- Undertake administrative duties as required by the role
- Make a positive contribution to the work of the Marketing team
- Undertake any other duties as required by the Marketing Manager

**Key relationships:**

- Staff – faculty and admin
- Admissions team
- Students
- Graduates
- Digital marketing agency
- Website hosting agency

**Committee attendance:**

- Marketing Committee

# PERSON SPECIFICATION

Applicants should provide evidence of their ability to meet the following criteria

	Essential	Desirable	Method of assessment (A = Assessment I= Interview)
<b>Qualifications</b>			
Qualified to degree level or equivalent			I
Google Analytics certification			I
Evidence of training/development in digital marketing i.e. CIM and/or IDM qualification or membership			I
<b>Experience and knowledge</b>			
Strong SEO and PPC marketing experience			A/I
Experience managing/developing website(s) and associated digital marketing programmes for a small to medium sized organisation			I
In-depth knowledge of digital marketing communications environment			A/I
Experience within Higher Education sector			I
Good understanding of the characteristics and qualities that prospects/applicants/students/alumni want from a University			A/I
<b>Skills/Abilities</b>			
Excellent written and verbal communication skills			A/I
Data literate, able to review/assess/make recommendations as a result of analysis			A/I
Ability to research, prepare, justify and present digital marketing proposals to Executive team			A/I
Ability to work on own initiative, work effectively under pressure and meet deadline with a 'hands on' approach to getting the job done			A/I
Design skills in Adobe Creative Suite or similar			A/I
Thorough working knowledge of using WordPress websites			A/I
Able to represent the marketing team at meetings			I
Able to pay attention to detail especially facts and English with excellent oral and written communication skills			A/I
Willingness to work flexibly			I

## **COMPETENCIES**

### **Decision making**

- Uses sound judgment to make good decisions based on information gathered and analysed.
- Considers all pertinent facts and alternatives before deciding on the most appropriate action.
- Commits to a decision.

### **Teamwork**

- Interacts with people effectively. Able and willing to share and receive information.
- Co-operates within the group and across groups.
- Supports group decisions and puts group goals ahead of own goals

### **Quality**

- Sets and maintains high performance standards.
- Pays close attention to detail, accuracy and completeness.
- Shows concern for all aspects of the job and follows up on work outputs.

### **Motivation**

- Displays energy and enthusiasm in approaching the job.
- Commits to putting in additional effort.
- Maintains high level of productivity and self-direction.

### **Reliability**

- Takes personal responsibility for job performance.
- Completes work in a timely and consistent manner.
- Sticks to commitments.

### **Problem Solving**

- Analyses problems by gathering and organising all relevant information.
- Identifies cause and effect relationships.
- Comes up with appropriate solutions.

### **Adaptability**

- Adapts to changing work environments, work priorities and organizational needs.
- Able to effectively deal with change and diverse people.

### **Planning and Organizing**

- Plans and organizes tasks and work responsibilities to achieve objectives.
- Sets priorities. Schedules activities.
- Allocates and uses resources appropriately .

### **Communication**

- Expresses ideas effectively.
- Organizes and delivers information appropriately.
- Listens actively.

### **Integrity**

- Shares complete and accurate information.
- Maintains confidentiality and meets own commitments.
- Adheres to organizational policies and procedures.

### **Initiative**

- Takes action to influence events as necessary and as appropriate.
- Generates ideas for improvement, takes advantage of opportunities and suggests innovations.
- Does more than required.

**Leadership**

- Leads by example creating a positive, encouraging work environment
- Operates strategically, focussing on employee and business growth
- Leads and supports team to ensure delivery of goals
- Identifies talent and supports development of individuals
- Adopts an approach of continuous improvement