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| **Digital Officer** |

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| **Reporting to:** | Marketing Manager |
| **Working Hours:** | Full time (37 hours per week) |
| **Salary:** | £21, 029 - £24,583 (18 – 22) |
| **Annual Leave:** | 26 electable days plus 8 statutory days |

**Job Purpose**

Working as part of the marketing team, the postholder will oversee and provide expertise in digital communications for Plumpton College. You will provide day-to-day management, planning, development and maintenance of all digital platforms including the website and social media accounts. You will lead on technical aspects of the marketing team including maintenance of websites, management of analytics and running SEO and paid for advertising.

**Duties and responsibilities of the job**

1. **Main Duties**

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| 1. Create and develop innovative social media content and campaigns in line with agreed strategies |
| 1. Manage Plumpton College social media accounts, creating and curating high quality content ensuring posts are engaging and timely |
| 1. Manage paid for advertising across social media and adwords, identifying when best to boost posts and implement PPC campaigns |
| 1. Deliver reports on social media accounts on a monthly basis, analyse trends, inputting recommendations to the wider marketing team |
| 1. Devise, produce and edit high quality video content for publication and promotion |
| 1. Manage the college website and its content, demonstrating excellent SEO skills providing technical developments when required |
| 1. Use Google Analytics to actively monitor interaction and trends, providing reports to wider marketing team on a monthly basis |
| 1. Use digital marketing tools to increase visitors to the college website, such as   Search Engine Optimisation and Google Analytics. |
| 1. Maintain a consistent brand across online platforms including monitoring third party websites |
| 1. Maintain other online marketing management systems including Akero lead management system |
| 1. Actively test and analyse keywords, ad copy, creatives, placements and landing pages to increase CTR, CPA and ROI. |

**Other responsibilities and duties**

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| 1. Comply with the College’s Equality & Diversity and Safeguarding policies. |
| 1. Evaluate, reflect on and develop own practice, be responsible for own continuous professional development and maintaining accurate records of CPD. |
| 1. Adhere to the College Safety Policy, ensuring that appropriate safety standards are maintained during practical activities. |
| 1. Participate in, and contribute to, activities involving the recruitment, marketing and promotional activities on behalf of the College, supporting wider marketing team with administrative duties. |
| 1. Undertake such other duties commensurate with the grade of the post as may reasonably be required by the Principal. |

**Qualifications / Skills / Knowledge / Qualities**

It is crucial that the successful candidate shares our student-focussed values, equality of opportunity and parity of esteem for staff and students.

At Plumpton College we are:

* enthusiastic about learning
* responsive to student, customer and community needs
* aspiring to the highest standards
* professional and enterprising
* innovative and creative, and
* friendly and welcoming

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| **Essential criteria for the post** |
| 1. Educated to degree level or equivalent |
| 1. Experience developing and maintaining content management systems |
| 1. Expert knowledge of adobe creative suite |
| 1. Experience of databases, Microsoft Office suite, systems and processes |
| 1. Solid understanding of web metrics, digital analytics, with the ability to generate, analyse and interpret data. |
| 1. Excellent written and verbal skills |
| 1. HTML+/CSS experience |

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| **Desirable criteria for the post** |
| 1. Typo3 experience |
| 1. Google AdWords Accredited in Fundamentals and Search. |
| 1. Experience of working for an education provider |
| 1. Marketing qualification or previous experience in a marketing team |

**CONDITIONS OF EMPLOYMENT**

**Working Hours**

Basic working hours are from 0830hrs to 1700hrs Monday to Friday but some flexibility will be required to meet the needs of the business. This is an all year round post. There will be some evening and weekend working required to support department and whole college events where there will be a requirement to attend.

**Annual Leave**

The holiday year is from 1 September - 31 August each year. The annual leave entitlement for this role is 26 working days, 8 bank holidays and efficiency days as stipulated by the Senior Management Team. Annual leave is bookable subject to business needs and should be planned and agreed with your Manager. Annual leave sheets will be available from the start of the new holiday year (1 September).

**Continuous Professional Development (CPD)**

This post will be entitled to CPD for updating, personal and professional development. All CPD must be planned, agreed and booked with your Line Manager.

**Benefits**

The candidate appointed to the post will automatically become a member of the LGPS Scheme and pay contributions as determined by annual salary levels. The pension scheme includes life assurance cover, and the College will also pay a contribution towards your pension. There is free car parking and a competitively priced dining room service.

**Equality and Diversity**

Plumpton College is committed to the promotion of equal opportunities and is dedicated to pursuing non-discriminatory policies and practices and eliminating unfair discrimination on any basis. This means that no job applicant will receive less favourable treatment than another on grounds of gender, marital status, age, racial origin, disability, sexual orientation or political or religious beliefs.

**Criminal Record Check via the Disclosure Procedure**

The Rehabilitation of Offenders Act 1974 gives individuals the right not to disclose details of certain old offences when asked about their criminal record as they may be defined as ‘spent’.  There are exemptions to this if the individual is offered a post which involves contact with children or regular work at an establishment exclusively or mainly for children.

The post you have applied for falls into this category and, therefore, requires a criminal background check.

If a job offer is made, you will be asked to apply for a DBS Disclosure Certificate. The Disclosure Certificate will contain details of current and “spent” convictions, cautions, reprimands or warnings held on the Police National Computer, excluding certain specified old and minor offences.

The DBS Disclosure will also indicate whether information is held on government faculty lists of those individuals who are barred from working with children or vulnerable adults (if applicable).

The post-holder cannot begin employment with the College until the DBS Disclosure Certificate is received and considered by the Principal