

Main details

Job Title	Marketing Assistant - Digital
Department/Discipline	Administration
Place of work	5 The Triangle, Wildwood Drive, Worcester WR5 2QX
Line Manager	Mark Martin

Purpose/Role

You'll be responsible for the support and management of end-to-end digital campaigns, as part of the wider multichannel Business Development and Marketing team, to achieve the objectives of ONE's 5-year plan.

As an excellent content creator, you will assist the BD and Marketing Team and write creative content for a range of channels e.g., social media posts, website, news stories, etc. with a keen eye on analytics, as well as supporting offline BD activity.

Reporting to the BD Director, you will work closely with the Marketing and Communications Manager, BD and Marketing Co-ordinator, the Directors, and the rest of the company. You will stay abreast of innovative, emerging digital tools and platforms, sharing insights so that these are embedded across the whole BD and Marketing team.

Key Activities and Responsibilities

Marketing planning

- Support the Marketing and Communications Manager and BD and Marketing Co-ordinator in the development of the digital marketing strategy/plan.
- Working with the rest of the BD and Marketing team, ensure that the digital marketing strategy dovetails with offline activity and will achieve the objectives of the 5-year plan and beyond.
- Liaise directly with the project manager teams to gather accurate and up-to-date project information to enable timely media posts to be made about project milestones and business activity.
- Keep abreast of latest technologies - share knowledge and embed the approach across the BD and Marketing Team.

Social Media:

- Planning and management of the social media calendar, in line with the overall marketing calendar for ONE Creative environments (ONE).
- The day-to-day running of ONE's social media channels in liaison with the BD and Marketing Team to ensure consistency and quality of content, increase engagement/followers and showcase our achievements and designs.
- The day-to-day running of any other social accounts held by ONE e.g., for new products/services.
- Create social media content consistent with our brand identity and tailored to the needs of our target audience.
- Collaborate with our BD and Marketing Team and other departments to create multimedia content, such as videos, pictures, and graphic designs using Canva/Adobe Suite and other design tools to use across the marketing mix.

Job Description and Person Specification

- Working to increase the profile of Directors of the company in the digital environment.
- Provide support to other members of the team to be able to harness their networks e.g., with drafted posts, profiles, etc.

Content creation:

- Working with the wider team, create digital content e.g., news stories, web pages, case studies, blogs, video content, updates from site, etc.

Website and SEO:

- Working with the BD team, ensuring a robust SEO strategy is in place to optimize our websites, increase organic traffic and target keywords to improve search engine rankings.
- Content creation for ONE's website/any other websites hosted by ONE e.g., for new products/services.
- Manage our website content, ensuring that it is accurate, up-to-date, and relevant to our services and projects.
- In general, always ensuring the smooth running of the website on a day-to-day basis.
- Uploading of posts, case studies, news and updates on the website (WordPress).
- Ensuring any paid for online opportunity provides RoI and efficient spend e.g., Google adverts, sponsored posts, etc.
- Working with the BD and Marketing team, ensuring the creation and management of marketing emails/newsletters as required.
- Management of digital subscriber databases.

Other marketing activity

- Supporting the wider BD and Marketing Team (including cover for annual leave).
- Writing CVs for the team for inclusion in bids to showcase the range of experience tailored to specific opportunities.
- Writing bid responses to help the company win new work. Supporting subject matter experts to draft responses to bid questions.
- Writing of policies and other documents as required.
- Writing case studies (for online/offline channels).
- Helping with the preparation for events as required.
- Contributing to the company's ESG agenda.
- Respond to client enquiries, comments, and feedback in a timely and efficient manner.

Analytics and targeting

- You will analyse data across the entire user journey to create actionable insights, geared towards finding opportunities for growth, increasing awareness, engagement and improving customer experience.
- Track the effectiveness of social media campaigns.
- Monitor and report on online engagement metrics, such as website traffic, social media reach, and conversion rates.
- Helping to benchmark against competitors.
- Helping to push for innovative methods of generating leads.
- Hosting leads in the CRM, advising the team of opportunities and ensuring these are followed up.
- Utilise data in the CRM to create targeted email marketing lists.
- Monitor social media trends and industry news, providing insights and recommendations to improve our digital presence and engagement.

Job Description and Person Specification

Generic responsibilities and expected standards

- Maintain a high standard of customer service and care within your area of responsibility.
- Adherence to all company policies and procedures.
- Ensure all work produced is of a high-quality standard and adherence to standards laid down in company procedures or as directed by your line manager.
- Ensure that health and safety standards are maintained at all times, including following safe working practices.
- Employees have a legal duty that gives them responsibility, as far as is reasonably practicable to ensure they do not endanger themselves or anyone else by their acts or omissions.
- To cooperate with the company on health and safety matters and not interfere with or misuse anything provided for health, safety and welfare purposes.
- Keep areas of work clean and tidy.
- Ensure that any equipment supplied for the purpose of your work is maintained and any defects are reported.
- All employees have a responsibility to carry out their work with due regard for the environment. The company environmental policy procedures relevant to your area must be followed.

SUMMARY

The details outlined in this job description reflect the content of the post on the date the job description was prepared. It is inevitable that over time the nature of employees' jobs will change, existing duties may be lost, and other duties gained without changing the general character of the work or level of responsibility entailed, in fact we encourage reasonable evolution of peoples rolls and responsibilities.

It is expected that this job description will be revised from time to time in discussion with the postholder. In addition, you may be expected to perform other duties commensurate with this position or as required to assist the needs of the business. Any additional tasks will be kept within your abilities and skills range, and training will be provided if necessary to fill in any gaps in knowledge. Such an agreement should not be unreasonably withheld.

Please refer to the Person Specification at page 2 for detailed skills and experience required for this position.

Review of Job Description

This job description outlines current duties and responsibilities, which is subject to review and amendment in the light of developing or changing services and as part of the annual Individual Performance Review.



Job Description and Person Specification

Confirmation of Agreement

It is agreed that the duties and responsibilities identified above accurately reflect those required of the post holder.

Signed:
Employee

Name of Director:

Signed:

Dated:

Job Description and Person Specification

Person specification	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Bachelor's degree (or equivalent) CIM Qualification (or equivalent) 	Digital Marketing qualification.
Knowledge and Experience	<ul style="list-style-type: none"> Experience in a marketing role and digital marketing. Experience of managing social media accounts. Excellent knowledge of various social media platforms, including (but not limited to) LinkedIn, Twitter, Instagram and YouTube. Considerable experience of PR, content creation and copywriting. Strong understanding of content marketing and social media best practices. Considerable experience with WordPress. Hands-on experience with SEO/SEM, Google Analytics, Search Console, etc. Competent use of Adobe Creative Suite, Canva or similar design software is preferred. Experience of using scheduling software for social media. Utilising segmentation and data to deliver targeted and personalised campaigns. 	<ul style="list-style-type: none"> Microsoft Dynamics experience Mailchimp experience Experience of business development and bidding.

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<p>Skills and Abilities</p>	<ul style="list-style-type: none"> • Excellent written and verbal communication and interpersonal skills, with the ability to engage with clients and followers in a professional and friendly manner. • The ability to ensure best in class campaigns are delivered to agreed timescales. • Able to translate technical information from subject matter experts into news stories/social media posts and write creatively. • Excellent copywriting skills and creative content creation. • The ability to track and report on social media metrics and website performance. • Proficiency in Adobe Creative Suite, WordPress, and other creative/content management systems. • Proficiency in using Google Analytics, and any other methods to analyze website performance and identify areas of improvement. • The ability to plan SEO and reporting for all product pages and the website overall. • Excellent IT skills including Word, Excel, PowerPoint, Outlook and WordPress. 	<p>Knowledge of the architecture and engineering industry is a plus.</p>
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Job Description and Person Specification

Personal Qualities	<ul style="list-style-type: none"> • Ability to work independently and as part of a team in a fast-paced environment to ensure deadlines and objectives are met. • Self-motivated and driven to succeed. • Strong analytical and problem-solving skills. • Team player. • Good time-management skills and organizational skills. • The ability to work in an environment that is constantly changing, evolving and innovating. 	
Other	<ul style="list-style-type: none"> • Understanding the need to work outside of normal working hours. 	