

## JOB DESCRIPTION

### SECTION 1

#### BASIC DATA

<b>Job Holder's Name:</b>		<b>Job Title:</b>	Digital Content Executive
<b>Reports to:</b>	Digital Marketing Manager	<b>Location:</b>	London and remote
<b>Department:</b>	PR & Marketing	<b>Job Family:</b>	Support

---

### SECTION 2

#### DEPARTMENT STRUCTURE

TBC

---

### SECTION 3

#### OVERALL JOB PURPOSE

(What is the purpose of the job?)

To support marketing and PR initiatives across all activities, products and services of the Institute, via digital channels.

This role will support digital marketing and content activities for the London Institute's three main business areas as well as contributing to the overall marketing of the organisation; help to maintain and update the content on LIBF's websites; and support day-to-day activities on LIBF's social media channels.

#### SIZE/DIMENSIONS

(In what context does this role operate in terms of area of impact, financial budgets and supervision and or management of staff.)

This role supports activities across the PR & Marketing team, through social media, digital marketing and our website.

## **SECTION 4**

### **ROLE EXPECTATIONS**

(This area outlines in more detail the duties of the post holder).

#### **Digital marketing**

- Support the team with creative copy writing for campaigns, web and content marketing.
- Support the team with planning, and implementing promotional, social, and content marketing campaigns, in line with the various business areas' objectives.
- Assisting with data management for email campaigns.
- 
- Monitoring and reporting on competitor activity.
- Managing production of digital/print advertising and direct mail.
- Monitoring and reporting on effectiveness of marketing campaigns and tracking ROI.
- Supporting other related activity such as PR, Events and thought leadership with digital content and marketing.

#### **Web content**

- Supporting the Digital Marketing Manager with the upkeep and maintenance of the content on the main website and microsites.
- Copy-writing and proof-reading online content in line with the SEO and content strategy, ensuring brand compliance.
- Working with third-party agencies on PPC campaigns and website maintenance.

#### **Social Media**

- Planning and managing social media campaigns to support business objectives (organic and paid).
- Working with multimedia and design teams to create engaging posts and campaigns.
- Effective targeting and audience analysis, to build communities and relationships.
- Use of relevant tools, such as Sprout.
- Reporting on activities and making recommendations.

#### **Supporting the team**

- Supporting others in the team to deliver business objectives
- Giving and receiving feedback from / to team members.
- Giving recognition to those who help and support you.

#### **Personal development**

- Keeping yourself up to date on the latest in marketing tactics and technology.
- Building networks outside the organisation and representing LIBF where possible.

#### **Innovating and participating**

- Contributing to process and team improvements and supporting internal projects
- Joining with colleagues to work collaboratively on initiatives to support LIBF's strategies.
- Being prepared to experiment and for things not going to plan
- Challenging established norms

**CONTACTS AND INFLUENCE EXERCISED**

(Type, number and seniority of contacts, impact of influence)

You will be a team player, able to work effectively as part of a busy team to tight deadlines.

You will be able to work effectively with people across the organisation, understand requirements (with support from your manager) and deliver campaigns and content that meeting business needs.

You will also work collaboratively with colleagues across the organisation to achieve good outcomes for LIBF.

**DECISIONS**

(How much freedom is there to provide solutions, and make decisions regarding the resolution of problems within the constraints of established guidelines or procedures, and supervision?)

Indicate the level which best describes the job holder’s involvement in the decision making process:

Follows written and verbal instructions and established guidelines	ü
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder’s decisions:

Restricted to employee’s own work	ü
Has impact on department/directorate* objectives	
Has impact on The London Institute of Banking & Finance objectives	

Examples of the decisions that are generally made by the job holder

(To be added by line manager/employee)

- Selecting the most appropriate channels for digital marketing campaigns, according to agreed strategies
- Planning, managing and prioritising their own work, in line with business objectives

**DEFINITION /CLARITY**

(The extent to which to job is defined; the clarity of the job’s boundaries, levels of uncertainty)

You will be working for the London Institute’s three main business areas as well as contributing to the overall marketing of the organisation. There will be conflicting priorities which need to be managed, requiring good planning and influencing skills.

## PERSON SPECIFICATION

**Job Title:** Digital Content Executive

**Reports to:** Digital Marketing Manager

**Department:** Marketing

<b>Qualifications, knowledge and professional memberships</b>	<b>Essential / desirable?</b>
At least GCSE or equivalent in English and Maths (Literacy and Numeracy)	<b>E</b>
Degree educated or equivalent, ideally marketing other relevant subject	<b>E</b>
Able to evidence an excellent standard of written English	<b>E</b>
Experience of using website CMS to maintain and develop web content	<b>E</b>
Knowledge of marketing tactics and 2.5 (and above) years of digital marketing experience.	<b>E</b>
<b>Technical competencies (skills and experience)</b>	<b>Essential / desirable?</b>
Creative writing combined with impeccable grammar and experience of writing for different audiences. Understanding and experience of writing for web and print.	<b>E</b>
Intermediate Word, PowerPoint and Excel	<b>E</b>
A broad understanding and experience of the financial services and education industries, both higher and further	<b>D</b>
A good knowledge of the London Institute of Banking and Finance and its products	<b>D</b>
Understanding of Google AdWords and other forms of paid search	<b>E</b>
Experience of working with at least one leading CRM/Email Marketing system to develop automated campaigns and workflows.	<b>E</b>
Email marketing expertise: Creative and technical planning, data research and management including GDPR, creative writing, measurement and follow up.	<b>D</b>
Experience of databases and data management	<b>D</b>
Planning and the basic principles of SEO and UX, website content management systems, signoff processes and version control, familiarity with Google Analytics.	<b>E</b>
Experience of working with images: image selection, basic cropping skills.	<b>D</b>
Working with social media for an organisation, creating your own social media content, planning and impact measurement.	<b>E</b>
Experience of working with an established brand to support and follow guidelines whilst creatively developing the ongoing appeal of the brand.	<b>D</b>
Excellent organisational and time management skills and experience of managing conflicting priorities.	<b>E</b>
Excellent attention to detail	<b>E</b>
Experience of working as part of a marketing or web team in a complex organisation	<b>D</b>

<b>Core Competencies</b> (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job)	<b>Essential / desirable?</b>	<b>Core for all employees</b>
<b>Values</b>		
Collaboration	<b>E</b>	<b>C</b>
Adaptability	<b>E</b>	<b>C</b>
Innovation	<b>E</b>	<b>C</b>
Integrity	<b>E</b>	<b>C</b>
Support	<b>E</b>	<b>C</b>
<b>Skills and Experience</b>	<b>Essential/Desirable?</b>	<b>Core or Enhanced?</b>
Communicating Effectively	<b>E</b>	<b>En</b>
Business thinking	<b>E</b>	<b>C</b>
Developing Yourself	<b>E</b>	<b>C</b>
Getting things done to achieve results	<b>E</b>	<b>C</b>
Digital Capability	<b>E</b>	<b>En</b>
The Customer experience	<b>E</b>	<b>C</b>
Managing quality and standards	<b>E</b>	<b>C</b>
Applying judgement and taking decisions	<b>E</b>	<b>C</b>

Signed .....  
 JOB HOLDER

Date .....

Signed .....  
 LINE MANAGER

Date .....

