

JOB DESCRIPTION

Job Title	Digital Marketing Executive
Reports To	Head of Strategic Marketing and Communications
Function	Business Development (Marketing)
Version/Date	New – December 2022

Job Purpose

Reporting to the Head of Strategic Marketing and Communications, the Digital Marketing Executive is a generalist with strong digital capabilities. This role has been created to support our growth as we look to co-ordinate activity across both the Pearson Engineering and Responsive Engineering brands.

Key Responsibilities

Responsibilities include:

- Researching, creating and scheduling digital content for our websites, as well as our social media channels and direct communications.
- Writing long and short form content appropriate for each channel across two brands.
- Undertaking analysis of website performance, both to inform marketing communications, and to deliver insights to the wider business based on visitor behaviour.
- Optimising our digital channels including search engine optimisation, technical improvements and keyword analysis
- Advising on best performing referrers and subsequent visitor behaviour to influence advertising and content plan.
- Researching and evaluating new digital technologies to help to engage stakeholders virtually and at exhibitions.
- Contributing towards the development of cross-campaign content including traditional media such as brochures and other promotional materials.
- Supporting the wider team to deliver all marketing activities, and collaborating on matters such as brand development, campaign positioning and future plans.
- General marketing activities including but not limited to:
 - Providing updates to the Head of Marketing Strategy and Communications to report on Marketing activities
 - Work with external suppliers such as translators to provide localised content where required
 - Any other related duties

Qualifications/Skills

- Bachelor's degree, preferably in Digital Marketing or a related subject
- Strong written and verbal communication skills
- Initiative & ability to build strong working relationships
- Ability to collate ideas and develop content
- Ability to self-manage, prioritise workload and meet deadlines whilst maintaining a high attention to detail
- Experience in online and social media channels and analytics.

Working Conditions

Typically, office based; attends external events and exhibitions as required (Approx. 1 per year)