

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Park Lane Campus, with regular travel and working from relevant Luminate Education Group sites.
Core Job Role:	Senior Digital Marketing Executive
Job Title:	Senior Digital Marketing Executive
Reports to:	Digital Marketing Lead
Grade	SO1
Date of compilation:	September 2023

ROLE SUMMARY:

SPECIFIC ROLE RESPONSIBILITIES:

1. Provide management and support to the Digital Marketing Executive and Digital Marketing Apprentice
2. Under the guidance of the Digital Marketing Lead and in collaboration with the strategic marketing team, implement the digital marketing plan for an assigned FE brand or target audience.
3. Oversee and implement paid digital campaigns, monitoring their performance and return-on-investment. Ensure paid digital campaigns are well optimised, including the design and delivery of A/B tests and remarketing. Develop and deliver an SEO strategy for the assigned
4. brand or target audience, working with the communications team and the web team to implement these changes.
5. Oversee email marketing campaign strategies, ensuring A/B testing, audience management and template development are of a good standard.
6. Lead on maintaining positive external relationships with key digital suppliers.

CORE RESPONSIBILITIES:

1. Support the Digital Marketing Lead in the development of overarching digital marketing plans.
2. Collaborate with the market insight team to ensure that digital marketing activity is insight-led and well monitored/reported.

3. Collaborate with the website development team to ensure that SEO plans and recommendations are implemented and measured successfully.
4. Collaborate with relevant colleagues in the student recruitment and admissions function, particularly in relation to email communications throughout the student journey.
5. Collaborate with the communications team, supporting the delivery of organic digital communications.
6. Keep up to date with digital marketing industry developments.
7. Support and assist delivery of events as and when required across all Luminate brands.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Ownership & performance

Using our robust business planning model to allow areas to have clear ownership over their vision and remit.

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Person Specification

Job Title:	Senior Digital Marketing Executive
Department	Marketing

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Degree or equivalent qualification	A
D	Relevant professional or post-graduate qualification	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Experience of delivering digital marketing strategies	A / I
E	Experience of using project management tools to aid digital campaign management	A / I
E	Experience of delivering paid digital campaign optimisation including A/B testing	A / I
E	Experience of working with external digital suppliers	A / I

E	Experience of contributing to multi-channel marketing campaigns and measuring results	A / I
E	Experience of project management	A / I
D	Experience of people management	A / I
D	Experience of delivering digital marketing activities in the Further Education sector	A / I
D	Knowledge of the latest digital marketing trends	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Ability to articulate and present digital marketing work to colleagues	A / I
E	Ability to advise others on digital marketing best practice	A / I
E	Good technical skills, particularly knowledge of google analytics, SEO, PPC and email marketing tools	A / I
E	Good level of attention to detail and numeracy skills	A / I
E	Good organisational skills	A / I
E	Can build positive working relationships with colleagues	A / I
E	Comfortable with change and innovation	A / I
D	Ability to manage the workload of others effectively	A / I
D	Ability to incorporate data, insight and research into marketing plans	A / I
D	Can operate effectively in complex environments	A / I
Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment

E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I