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| Group Member: | | Luminate Group Services | |
| Job Title: | | Senior Digital Marketing Executive | |
| Reports to: | | Digital Marketing Lead | |
| Job Grade | LEG D | Department | Marketing |

SPECIFIC ROLE RESPONSIBILITIES:

- Provide line management and support to the Digital Marketing Executive and Junior Digital Marketing Executive
- Under the guidance of the Digital Marketing Lead and in collaboration with the strategic marketing team, lead on and implement digital marketing plans for assigned FE brands and target audiences.
- Oversee and implement paid digital campaigns, monitoring their performance and return-on-investment. Create post campaign reports to share with the wider team on our Digital performance. We primarily implement paid campaigns on Google Ads Suite, Meta, TikTok and LinkedIn.
- Develop and deliver an SEO strategy for the assigned brand or target audience, working with the communications team and the web team to implement these changes.
- Oversee email marketing campaign strategies, ensuring A/B testing, audience management and template development are of a great standard.
- Ability to participate in evening/weekend work as required.

CORE RESPONSIBILITIES:

- Support the Digital Marketing Lead in the development of overarching digital marketing plans and paid campaigns throughout the academic year.
- Collaborate with the Market Insight team to ensure that digital marketing activity is insight-led and well monitored/reported. We work with platforms such as GA4, PowerBi, Ahrefs, and CrazyEgg.
- Collaborate with the Web team to ensure that SEO plans and recommendations are implemented and measured successfully.
- Collaborate with relevant colleagues in the student recruitment and admissions function, particularly in relation to email communications throughout the student journey.
- Keep up to date with digital marketing industry developments and key marketing trends.

- Support and assist delivery of events as and when required across all Luminate brands.
- Any other duties that are specific to the department.
- Assistance in the preparation, support and participation of examinations and invigilation across the Group.

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 the Group's Values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Enjoyment

Fostering environments that enable staff and students to be brave, interact and have fun

Passion

Encouraging all to have aspiration and passion in everything they do.

Ownership

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

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Creative

Always hungry to learn and looking ahead so we can be responsive

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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 personal statement section of the application form. Each criteria is marked with whether it is 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, R = Reference

| Qualifications and Attainments | | |
|--|--|-----------------------------|
| Essential (E) Desirable (D) | Criteria | Method of assessment |
| E | Q1. Degree or equivalent qualification | A |
| D | Q2. Relevant professional or post-graduate qualification | A |

| Experience and Knowledge | | |
|--|--|-----------------------------|
| Essential (E) Desirable (D) | Criteria | Method of assessment |
| E | EK1. Experience of delivering digital marketing strategies | A / I |
| E | EK2. Experience of using project management tools to aid digital campaign management | A / I |
| E | EK3. Experience of delivering paid digital campaign optimisation including A/B testing | A / I |

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| E | EK4. Experience of contributing to multi-channel marketing campaigns and measuring results | A / I |
| E | EK5. Experience of project management | A / I |
| D | EK6. Experience in pulling together post campaign reports based on digital campaigns you have worked on | 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 | SC1. Ability to articulate and present digital marketing work to colleagues | A / I |
| E | SC2. Ability to advise others on digital marketing best practice | A / I |
| E | SC3. Good technical skills, particularly knowledge of google analytics, SEO, PPC and email marketing tools | A / I |
| E | SC4. Good level of attention to detail and numeracy skills | A / I |
| E | SC5. Good organisational skills | A / I |
| E | SC6. Can build positive working relationships with colleagues | A / I |
| E | SC7. Comfortable with change and innovation | A / I |
| D | SC8. Ability to manage the workload of others effectively | A / I |
| D | SC9. Ability to incorporate data, insight and research into marketing plans | A / I |

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| D | SC10. Can operate effectively in complex environments | A / I |
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| 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 |