



Job Description

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Luminate Education Group
Core Job Role:	
Job Title:	Digital Marketing Lead
Reports to:	Head of Marketing
Grade	SO2
Date of compilation:	16/06/2023

ROLE SUMMARY:

As the Digital Marketing Lead within the Luminate Education Group you will provide leadership, support and management to the Digital Marketing team, collaborate with the wider Student Recruitment and Marketing functions to lead the digital marketing strategy and ensure that all digital delivery is insight-led/well monitored and reported. You will act as a leader within the department, keep up to date with digital marketing industry developments and be the point of contact on matters related to digital delivery for student recruitment.

SPECIFIC ROLE RESPONSIBILITIES:

1. As the digital marketing lead within the function, support and guide other teams (such as the content and strategic teams) on matters related to digital delivery
2. Support the Head of Marketing and strategic team in the development of overarching marketing plans
3. Act as a leader within the department, contributing to the development of the function overall and the management of resources
4. Collaborate with the market insight team to ensure that digital marketing activity is insight-led and well monitored/reported
5. Collaborate with the website development team to ensure that SEO plans and recommendations are implemented and measured successfully

6. Collaborate with relevant colleagues in the student recruitment and admissions function, particularly in relation to email communications throughout the student journey
 7. Collaborate with the communications team, supporting the delivery of organic digital communications
 8. Keep up to date with digital marketing industry developments
 9. Support and assist delivery of events as and when required across all Luminate brands
- 1.

CORE RESPONSIBILITIES:

1. Lead the digital marketing strategy for Luminate Education Group
2. Provide leadership, support and management to the digital marketing team
3. In collaboration with the strategic marketing team, implement the digital marketing plan for an assigned FE brand or target audience.
4. Oversee and implement PPC and 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.
5. Develop, deliver and lead on SEO plans for the assigned brand or target audience.
6. Develop, deliver and lead on email marketing campaigns, ensuring A/B testing, audience management and template development are of a good standard.
7. Lead on maintaining positive external relationships with key digital suppliers

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.

Energy & enjoyment

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

Passion & ambition

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

Ownership & performance

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

Creative & reflective

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

Collaborative & responsive

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

Person Specification

Job Title:	Digital Marketing Lead
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 leading and delivering digital marketing strategies	A / I / P
E	Experience of using project management tools to aid digital campaign management	A / I / P
E	Experience of leading paid digital campaign optimisation including A/B testing	A / I
E	Experience of managing effective relationships 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
E	Experience of people management	A / I
E	Experience of budget 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	Excellent ability to articulate and present digital marketing work to internal senior managers and other internal stakeholders	A / I / P
E	Leadership skills and the ability to influence others	A / I
E	Outstanding technical skills, particularly knowledge of google analytics, SEO, PPC and email marketing tools	A / I
E	Excellent level of attention to detail and numeracy skills	A / I
E	Good organisational skills and ability to own project delivery	A / I
E	Can build positive working relationships with colleagues	A / I
D	Skilled at leading change and innovation	A / I
E	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