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|  | **Job Title:** | **Digital Marketing Executive**  | **Dept.:** | **Marketing & Communications** |  |

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|  |  | **Essential** | **Evidence** |  |
| **A: EDUCATION****QUALIFICATIONS AND TRAINING**Level of education, specific qualifications, specialised training, training requirements for the job) | * GCSEs (Level 4/C – Maths and English) equivalent qualifications or relevant experience which demonstrates equivalent academic skills
* Excellent communication skills across paid, earned and owned platforms, including (but not limited to) social media, websites, email marketing, advertising and internal communications
* A formal qualification in communication, digital marketing, or a related field would be desirable
 | Application FormCertificates |
| **B: EXPERIENCE** (Length, type and level of work-related experience)  | * A minimum of four years’ experience working in the field of communications with a solid understanding of digital marketing strategies and tactics
* Ability to demonstrate knowledge of a broad range of digital-led activities, media, websites, email platforms, publications, social media, events, web, and audio/visual production
* Knowledge of social media monitoring tools /software
* Experience of executing and evaluating paid online advertising campaigns
* Must demonstrate understanding of SEO best practices and proven demonstrable experience of working with a wide range of media
* Experience working with websites, including producing content for the web
* An understanding of social media trends in the communications market, and the need to use this effectively with appropriate standards of style and branding
* Proven experience working with social media platforms, such as Facebook, X, Tiktok, LinkedIn, YouTube and Instagram, and scheduling software
* Experience using marketing tools such as Adobe, Canva, Hubspot, Hootsuite, Survey Monkey etc.
 | Application FormInterview  |
| **C: SKILLS****KNOWLEDGE****ABILITIES**(Range and level of skills, depth of knowledge required for the job)  | * Excellent writing skills with the ability to adapt style and tone of voice to convey the relevant messages accurately and effectively
* Computer literate with good MS Office Skills
* A knowledge of the Shopify platform would be beneficial
* Ability to produce engaging video content relevant for the social medial platform
* Excellent interpersonal skills including the ability to influence internally and externally
* Ability to communicate in a clear, friendly and professional manner and express ideas confidently
* Experience in briefing agencies, reviewing creative and providing actionable feedback
* Ability to build and maintain positive relationships with a variety of people and stakeholders
* Ability to manage multiple tasks at any one-time, prioritising workload to meet competing deadlines
 | Application FormInterview ReferencesCPD |
| **D: APTITUDES AND ATTRIBUTES** (Communication and interpersonal skills, organisational skills, ability to work on own initiative, to strict protocols/procedures and time scales) | * Commitment to MAAC’s aims, objectives, mission, vision and values
* Demonstrable initiative and enthusiasm and ability to multi-task
* The desire and ability to take ownership of tasks and see them finished on time and to a high standard
* A results-driven outlook to deliver strong ROI
* Commercial acumen
* A proactive and creative mindset with the ability to identify new opportunities
* Strong attention to detail, ensuring accuracy and consistency in all work
* Flexible working mindset to support varying priorities
 | Application form Interview References  |
| **E: OTHER JOB REQUIREMENTS** (Physical/health requirements, specific requirements e.g. car owner/driver, full, clean, current UK Driving Licence)  | * Passion and empathy for the cause
* Ability to act as a brand ambassador for the overall work of the charity
* Excellent attendance and time keeping
* Car owner/driver
* Full driving licence with no or acceptable endorsements
* Undertake full DBS/immigration verification checks in line with MAAC policy and procedures
 | Application form InterviewReference  |
|  | **F: PERSONAL QUALITIES AND VALUES** | * **RECEPTIVE –** we define success as **continuous improvement** and aim for **excellence** in our live-saving services and community projects.
* **RESPECTFUL** – we are a community-based organisation with a **‘one team’** culture that embraces and encourages **honesty**.
* **RESPONSIBLE** – we aim to create the best possible **future for everyone** and thrive to place **sustainability** at the heart of everything we do.
* **RELEVANT** – we are **open** to new ideas and ways of working across our clinical and charity operations, providing total **transparency** to all stakeholders.
* **RECOGNITION** – we **value our relationships** - with staff, supporters and the wider communities we serve - **working together** to achieve the best possible patient outcome.
 | Application form InterviewReference |  |

**The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties**