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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 Form  Certificates |
| **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 Form  Interview |
| **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 Form  Interview  References  CPD |
| **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  Interview  Reference |
|  | **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  Interview  Reference |  |

**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**