

Role Title:	Digital Content Marketing Manager
Reporting to:	Head of Marketing & Communications
Direct Reports:	N/A
Salary:	£40,000 - £43,000
Contract:	Permanent, Full Time
Hours:	35 hours per week, Monday – Friday, 7 hours per day, between the hours of 8am and 6pm (1-hour unpaid lunch)
FTE:	1.0 FTE
Place of Work:	Hybrid with a minimum of 2 days in the office (as agreed with manager)
Benefits:	25 days holiday, plus bank holidays, Company Pension

Ecology’s Purpose

In a world that doesn’t add up, daring to be different is our calling, lending our power so everyone’s story gets a chance to thrive.

Role Purpose

The **Digital Content Marketing Manager** will manage and develop Ecology’s B2C social media channels, and updates to existing customers to drive brand awareness, conversions and loyalty among target customer audiences.

You’ll own our B2C channels, including Facebook, Twitter and Instagram, and be responsible for the annual content calendar and for turning this into engaging campaigns and content that drives organic search and brand awareness.

You’ll also own our website, our ‘shop front’, ensuring it’s optimised for SEO and supports enquiry conversions. And you’ll create articles for the Ecology Hub too, keeping it relevant and updated for customers.

To grab attention and make what you do stand out, you’ll need to be able to execute your plans through great creatives. So, you’ll need sufficient skills to create your own content, using content creation and editing software and platforms.

Everything you do will need to be within the regulatory and compliance rules of the industry we operate in. That means you’ll need to be confident interpreting guidelines and following the right approval processes prior to publications.

As well as being creative, you’ll need to think strategically in all you do. Your annual content and campaign calendar isn’t just about creating outputs. You’ll be judged on your outcomes: from brand tracking to lead generation, Member satisfaction to channel engagement. Everything you do should have clear line of sight to supporting our business, and you’ll need to generate your results dashboard to show your contribution, which in turn will support our overall business goals and increase our positive impact.

This is a key role in the Marketing and Communications Team and will be suitable either for someone with similar experiences already, or an outstanding executive looking to take the next step in their marketing and communications career.

Main Duties & Areas of Responsibility

Examples of duties include, but are not exclusive to;

- Manage our B2C social media communication channels, growing their reach and engagement, and developing new channels where required.
- Manage our website, ecology.co.uk, and ensure it acts as our 'shop front' for new customers, while maintaining legal and compliance requirements through regular updates.
- Generate a content calendar across all media channels that supports our content strategy of attracting our target customers, bringing our Purpose to life, and engaging and satisfying our existing Members.
- Creating the content output to execute the content calendar, using third parties, within a small budget, where required
- Contribute to the development of the Society's digital strategy and management of the digital marketing plans.
- Support the wider Marketing team by generating content where necessary for events, presentations, and campaigns.
- Create a Marketing Content dashboard that clearly and frequently articulates how your team, and your outputs, are translating into outcomes that support the Marketing & Communications strategy and the organisation's goals, and identifies, through analysis, opportunities for improvement.
- Ensure all financial promotions meet regulatory requirements under: Consumer Duty, BCOBs, MCOBs and non-real time financial promotions
- Manage, maintain and develop the Society website presence, delivering enhanced functionality responsiveness and content, through collaboration with colleagues and effective relationship management of 3rd party digital and marketing agencies.

Skills and Experience

Essential:

- The experience and enthusiasm to make the role a resounding success.
- Ability to create content across a wide variety of channels.
- Knowledge of SEO, website optimisation and social media platforms.
- Experience managing website content through a CMS (e.g. Wordpress).
- Creative thinker. Outstanding copywriter. Brilliant proofreader. Marketeer.
- Team player. Flexible. Able to change priorities quickly.
- Analytical skills to provide reports and recommendations.
- Exceptional Communication skills, both verbal and written
- High level of attention to detail and accuracy to drive a 'right first time, every time' approach

Job Description

- Exceptional organisational skills
- Proficiency in IT, including good knowledge of Microsoft, including Word and Excel
- Ability to use initiative to find solutions to problems.

Other

- You have a legal duty to take reasonable care of your own health and safety and that of others and you are expected to be familiar with, and adhere to Ecology's Health and Safety Policy
- Ensure your work, communication and approach conforms to the values and behaviours of the Society.
- Keep up to date, and comply with Ecology's rules, Policies and Procedures as detailed in the staff handbook.
- Undertake any reasonable duties requested by management.
- This role has a six-month probation period.

Values	Behaviours
Fairness: Treating everyone individually and with respect	Respect: Due regard, care and consideration for colleagues, members, community, and the environment.
	Shared Purpose: A core purpose shared across the Society.
Openness: Receptiveness to each other's views and opinions	Honestly: Speaking and acting truthfully and ethically.
	Openness (Receptiveness): Open to internal challenge and external review and to sharing ideas and good practice.
Responsibility: Doing what we say we'll do. Making pragmatic decisions staying true to our values	Accountability: Willing to accept responsibility. Challenges inappropriate behaviour.
	Reliability: Consistently meeting external and internal commitments. Simply doing what we say we will do.
Co-operation: Working together, receptive to the knowledge and opinions of others	Competence: Knowledge and skill to do the job well. Keen to continually learn new skills and improve role-specific knowledge.
	Team Working: Collaboration and consideration for immediate and wider teams.
Activism: Empowering colleagues to be advocates for change	Responsiveness: Ability to adapt and innovate. Improvements made from lessons learnt. Allowing individuals to exercise appropriate autonomy and to deploy judgement they have developed.
	Resilience: Capacity to recover quickly from difficulties and shocks.

Acceptance

Signature: _____

Date: : _____