# Job title Digital Marketing Assistant

**Reports to Marketing Manager**

**Role Part time, 2 ½ days weekly**

## Purpose of the Job:

The Digital Marketing Assistant supports the Marketing Manager, carrying out a broad range of digital marketing activities in order to attract and retain customers for all Phoenix products and services.

This role is expected to support a step-change in the reach and appreciation of Phoenix’s brand among our target audience groups, including existing customers and a diverse range of people who have yet to engage with Phoenix.

Phoenix has made good progress putting in place the foundations of its digital marketing capabilities – including a modern website and rapidly growing social media presence. Through investment in this new role we aim to enhance our brand further, broaden our reach and optimise the effectiveness and efficiency of our marketing.

Working closely with the Creative Team, the Assistant will ensure that information is kept up-to-date and well presented on the Phoenix website and third party listings. They will provide routine management of digital marketing channels as well as regular campaigns to existing customers; and use tools including SEO, paid search and Facebook advertising to attract new ones.

A natural communicator on digital media, the Assistant will play a key role managing Phoenix email and social media channels; website and partner content and listings; coherently linking with existing print- based communications.

With one eye on the Phoenix programme and the other on the wider world, they will research and develop content which makes our programme attractive and accessible to a broad audience.

Working with the Marketing Manager, they will play a key role helping Phoenix develop its digital marketing plan, capabilities and put new approaches into practice.

## Main Duties

* + Assisting the Marketing Manager and supporting the Creative Team with digital marketing activities.
	+ Maintaining an understanding of current and forthcoming Phoenix cultural programme.
	+ Maintaining an understanding of Phoenix marketing and audience development priorities.
	+ Monitoring and identifying relevant opportunities in digital marketing and social media.
	+ Preparing and updating website content.
	+ Writing and designing regular email newsletters.
	+ Working on social media channels including Facebook, Twitter and Instagram including frequently posting new content and monitoring and responding to social media engagement.
	+ Monitoring review sites regularly, such as TripAdvisor, and responding when necessary.
	+ Keeping third party listings websites and media listings up to date with Phoenix programme details.
	+ Improving website performance by SEO and keyword optimisation.
	+ Supporting the accurate and secure administration of customer records.
	+ With the Creative Team and Marketing Manager - identifying and developing promotional campaigns that increase sales, cultural participation and attract new people to Phoenix.
	+ Researching and generating attractive and engaging digital content.
	+ Managing Facebook and Pay-per-Click advertising.
	+ Proactively managing campaigns, and monitoring, evaluating and reporting their performance.
	+ Working with identified programme and audience development partners, including the wider Phoenix staff, to share and develop content and to augment Phoenix digital communications.
	+ With the Marketing Manager and creative programming team - building relationships with external influencers such as bloggers and produce engaging online content.
	+ Analysing campaign and channel performance using Google Analytics and other tools.
	+ With the Creative Team and Marketing Manager - helping to identify and develop improvements to Phoenix’s digital marketing capabilities including its systems, policies, staff awareness and training.
	+ Complying at all times to Phoenix’s policies and procedures. In particular maintaining a complete understanding of data protection and security, brand values and guidelines.
	+ Liaising with our website agency to resolve any technical problems, and also to help develop the site where required.
	+ Managing photography and video libraries and using image editing software when needed.
	+ The post may include interaction with children or adults at risk. Therefore, the successful applicant must agree to a Standard Disclosure under the Disclosure and Barring Service (DBS) procedures.

## Key Relationships

**Internal:**

* + Marketing Manager (line manager)
	+ Membership and Communications Manager
	+ Creative Team including: Cinema Programme, Digital Arts, Education and Business Development Managers

## External:

* + Website agency
	+ Programme and audience development partners
	+ Events listings websites and partners

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| **REQUIREMENTS** | **ESSENTIAL** | **DESIRABLE** |
| **Qualifications & Training** | * A degree or equivalent in any subject.
 | * A degree or formal qualification in a marketing or communications related subject.
* A degree of other qualification in an arts or film related subject.
* Training courses completed in specific digital marketing tools – e.g. social media.
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| **Experience & Achievement** | * Demonstrable experience and achievement using digital marketing and social media to promote an organisation and/or its products and services.
* Experience administering a mix of concurrent digital marketing channels.
* Achievement in supporting at least 2 marketing campaigns where you used digital marketing and social media effectively.
* Experience in teamwork.
 | * Creative use of social media which has demonstrably driven an organisation’s engagement and follower growth.
* Wider digital marketing experience – e.g. SEO, PPC, email marketing, website content management.
* Experience of WordPress.
* Experience of working with partner organisations on marketing promotions.
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| **Specific Skills & Knowledge** | * A good understanding of how to use social media to promote an organisation and the type of content which works well – particularly on Facebook but also Twitter and Instagram.
* Ability to write copy clearly, correctly and effectively in English.
* An understanding of digital marketing, its tools and concepts.
* Skilled at researching online to identify relevant opportunities and ideas for social media content.
* Able to take good photographs using a smartphone and edit for use on social media.
* Competent in using MS Office applications and relevant applications.
* Ability to work with attention to detail - managing information carefully, accurately and securely.
* Ability to be analytical, working with data in a structured way to research, evaluate and draw conclusions.
* Ability to self-manage multiple tasks and deadlines, estimating times required, prioritising tasks and judging when to seek support from

managers. | * Understanding of digital marketing tools and techniques including

– Search Engine Optimisation, Google Paid Search, Facebook Advertising, email marketing and Google Analytics.* A deeper understanding of marketing as a strategic management practice.
* Experience in PR.
* Ability to use Adobe (or similar) image or video editing software.
* Comfortable using spreadsheets to create reports, analyse trends and gain insights.
* Knowledge and personal connections to relevant communities in Leicester.
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|  | * An ability to understand and produce digital communications that support an organisation’s brand values, reputation and ethos.
* Ability to follow policies and procedures, especially relating to data protection and security.
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| **Personal motivation and characteristics** | * A desire and the confidence to communicate and engage people through marketing and social media.
* A confident individual who is proactive and self-motivated.
* Enthusiasm to gain knowledge, develop new skills and learn from constructive criticism.
* A creative mind-set and proactive in finding new ideas and opportunities.
* Ability to interact productively with a wide range of people including Phoenix staff, customers and partners.
 | * A desire to develop a career in digital marketing.
* An interest in film and media and the ability to actively engage in discussion of these art forms.
* A broad appreciation of the arts and film.
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| **Other** | * Able to commit to regular days of work in this part time role.
* Willing and able to monitor some social media communications outside of work hours where required.
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