

Job Description - Digital Marketing Officer (PB5)

Job summary

This is a fantastic opportunity to join a creative and data-driven digital marketing team to increase awareness of Forestry England and our work. In this role you will be delivering first-class digital content across multiple digital channels, to support Forestry England's communication goals.

You will primarily focus on engaging our customers through inspiring digital paid advertising content. You will be developing compelling digital advertising content that encourages and inspires a love of the outdoors and a sense of adventure for all ages. You will work independently on in-house campaigns, whilst managing a digital budget, as well as managing an external advertising agency on larger scale campaigns. Your role will be to ensure content meets user needs and drives conversions across the right digital channel - and at the right time.

As part of the national digital team, you will work as part of a wider group to deliver nationwide campaigns, sometimes in partnership with prestigious organisations. You will also be supporting and guiding staff from across the organisation on the best use of digital communications channels and ensuring the use of Forestry England's tone of voice and brand guidelines.

You will be part of a team and alongside creating content, you will have the responsibility of coordinating the scheduling and overall output our digital advertising channels, and for producing monthly reports which evaluate success and inform future work.

Key responsibilities & accountabilities

- Manage digital advertising production, budget, processes and strategy delivery
- Evaluate our paid digital marketing activity to ensure continuous improvement
- Support the planning of national marketing campaigns, communicating key information and strategic best practice for paid ads with stakeholders
- Manage and coordinate with an external advertising agency to ensure KPIs are met
- Allocate and track multiple paid media budgets across various channels and campaigns
- Build relationships and collaborate with others to champion digital team visibility and embed us as a success partner for the organisation
- Support Digital Marketing Manager with projects and campaigns, providing statistics and metrics
- Stay abreast of digital trends to ensure that activity complies with the relevant best practice guidelines and regulations
- Investigating and researching new ways of utilising digital marketing and suggesting and recommending new courses of action to ensure we maximise the potential of technologies and software updates

And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- Experience of managing and evaluating digital advertising campaigns
- Experience of managing budgets
- Experience of managing an external agency
- Ability to prioritise and manage a varied workload while maintaining a high attention to detail
- Experience of writing digital copy
- Excellent written and verbal communication skills
- Experience of building and maintaining effective working relationships with internal colleagues, external partners and our customers

Desirable professional and technical experience

- Experience of training and communicating digital best practice
- Ability to advise staff to adopt best practice and deliver projects
- Understanding of the digital customer experience and user journey
- Digital budget phasing
- Willingness to maintain knowledge of new and emerging trends and how they contribute to the communications mix

Qualifications

Desirable

- A degree in a related marketing or communications field
- CIM Level 6 Diploma or other Digital Marketing qualification

