



Digital Marketing and Communications assistant

About the job

We are currently recruiting for a digital marketing and communications assistant to work within the content marketing team of a social enterprise, which offers services (social, digital etc) to local communities and SMEs, particularly those run by (or serving) the following groups:

1. Black ethnic minorities
2. Women
3. Young people (16-24 years old)
4. Migrant families
5. Groups suffering from digital exclusion

We are looking for an individual who is creative, and analytical with super communication skills, able to work independently, and eager to learn. The role is likely to involve working on multiple exciting projects so the individual should be able to multitask.

This role is well suited to both: seasoned professionals who would like to volunteer their skills towards a good cause, and recent university graduates seeking to gain work experience.

Types of digital marketing

Digital marketing techniques commonly used in the social enterprise include:



- **social media marketing** - developing a distinct online presence by attracting high numbers of internet followers through social media channels such as Facebook, Twitter, YouTube and Instagram.
- **search engine optimisation (SEO)** - developing strategies to increase the number of visitors to a website by achieving high-ranking placements in search results.
- **email marketing** - devising and implementing email marketing strategy to communicate latest developments with stakeholders.
- **affinity marketing** - marketing the work of partner organisations.

- **pay-per-click (PPC) campaigns** - sponsored online advertising paid for by the business to appear alongside non-paid search results.

Roles and responsibilities

As a digital marketer, you'll need to:

- create and upload copy and images for the organisation's website
- write and dispatch email marketing campaigns
- provide accurate reports and analysis to clients and company management to demonstrate effective return on investment (ROI)
- research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- design website banners and assist with web visuals
- communicate with clients, affiliate networks and affiliate partners
- conduct keyword research and web statistics reporting
- contribute to social media engagement and brand awareness campaigns
- use web analytics software to monitor the performance of client websites and make recommendations for improvement
- contribute to company and industry blogs and manage e-communications
- assist with paid media, including liaising with digital advertising agencies
- develop and integrate content marketing strategies
- keep up to date with current digital trends
- manage the contact database and assist with lead generation activities
- negotiate with media suppliers to achieve the best price for clients.



Experience

Any prior experience in social media, marketing and/or business is desirable but not essential.

Skills and competencies

You'll need to have:

- strong verbal communication skills for articulating ideas to colleagues and clients
- excellent written communication skills for producing high quality content
- attention to detail and accuracy
- the ability to work independently and flexibly
- the capacity to prioritise and work across multiple projects
- the ability to work as part of a team
- organisational skills with the ability to deliver a high volume of quality work
- creative skills for contributing new and innovative ideas
- the ability to work well under pressure and meet deadlines
- networking and analytical skills
- knowledge of existing and emerging social media platforms
- excellent IT skills.