

Job Description

Digital Marketing Manager

The Job Description is not intended to be an exhaustive list of responsibilities but should accurately represent your contribution to Haberdashers' Monmouth School. Your Job Description should be reviewed every two years as part of the Appraisal Process.

Working Hours: 37½ hours per week, throughout the year, there may be some opportunity for working from home during the school holidays

Responsible to: Director of External Relations

Salary: £32,273 per annum to £41,594 per annum depending upon experience

Summary of the Role:

Responsible for managing the Digital Marketing for the school.

Key Responsibilities

- Take responsibility for Haberdashers' Monmouth School's digital presence, overseeing the website and social media channels.

Strategy and Reporting:

- Contribute regularly to the development of the Digital Marketing strategy aligned with brand requirements and lead generation strategies.
- Monitor website effectiveness using tools like Google Analytics, making recommendations for improved user experience, goal attainment, and technical enhancements.
- Report outcomes to the Director of External Affairs based on agreed objectives and action plans.

SEO and Content Management:

- Manage SEO activities, implementing best practices to enhance our online ranking.
- Collaborate with design and digital agencies to create content for paid media ads.

Content Creation and Social Media Management:

- Create engaging organic content using Adobe Creative Cloud and Canva to increase awareness of Haberdashers' Monmouth School.
- Manage social media channels including Instagram, Facebook, LinkedIn, and others as required.

Internal Support:

- Provide support to internal teams with digital marketing materials for international visit.
- Work closely with the Director of IT to manage domain names and website hosting responsibilities.

Person Specification

<i>Essential</i>	<i>Desirable</i>
Qualifications	
<ul style="list-style-type: none"> • Minimum Maths & English at GCSE, Grade C or equivalent 	<ul style="list-style-type: none"> • Professional Google qualification
Experience	
<ul style="list-style-type: none"> • Professional use of social media and digital platforms • Knowledge of PPC, SEO, Meta Ads and GA 	<ul style="list-style-type: none"> • Previous work within Education sector • Experience using a CMS system (Mailchimp, HubSpot)
Skills & Software	
<ul style="list-style-type: none"> • HTML/CSS • Adobe Creative Suite • Canva • Browser tools such as Chrome dev tools • WordPress CMS • Video editing software, such as Premiere Pro • Microsoft 360 • Google Analytics • Content Creation (photo and video) 	
Personal Attributes	
<ul style="list-style-type: none"> • Ability to work autonomously and within a team setting • Strong communication skills with all Stakeholders 	
Other Factors	
<ul style="list-style-type: none"> • Flexible approach • Willingness to undertake additional training (on occasion outside normal working hours) 	

Benefits:

- 4 weeks holiday per annum. The majority of this should be taken during the school holiday periods, short breaks during term are at the discretion of the Director of External Relations
- 10% employer pension contribution
- Free lunch and use of the sports club (swimming pool, gym)