

Person Specification

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Post | Digital Marketing Coordinator |  | Dept | Marketing |
| Grade | SO1 |  | Ref No | 050-21 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Education / Training |  | | Criteria Essential (E)  Desirable (D) | Measured By  Interview (I)  Application (AF)  Assessment Ctre (AC)  Presentation (P) |
| GCSE English, Maths (A-C).  Educated to degree level or equivalent in a digital or offline marketing specialism. | | | E  E | AF/I  AF/I |
| Relevant Experience | |  |  |  |
| Demonstrate experience of managing a complex website using a CMS platform.  Experience using Silverstripe CMS or equivalent.  Demonstrate experience of project managing development projects, working with both internal and external agencies.  Demonstrate experience of using SEO tools and analysis to improve site rankings (including Adwords).  Demonstrate experience of analysing and improving the online customer journey, and tracking and optimising key events and conversions.  Demonstrate success in PPC campaigns, preferably including Facebook campaigns.  Experience in planning and delivering digital strategies.  Experience of delivering successful email campaigns and using A/B testing.  Demonstrate experience of implementing successful engagement campaigns on social media.  Demonstrable ability to manage a diverse workload and meet deadlines.  Experience of dealing with customers and colleagues at all levels.  Experience of working in a busy office and providing high quality customer service.  Experience in an educational environment.  Experience of supporting Marketing projects and events. | | | E  E  E  E  E  E  D  D  E  E  E  E  D  E | AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I |
| Relevant Knowledge/ Skills & Aptitudes | |  | e / d | Measured By |
| Understanding of HTML and CSS to at least a basic level.  Strong and up-to-date knowledge of online principles, best practice and technology.  Effective communication skills.  Ability to interpret and disseminate information, including the ability to examine analytics reports and comment on these in a manner relevant to the Senior Management Team.  Excellent knowledge of social media marketing platforms such as Hoot Suite and Google Analytics (including Tag Manager).  Competent in using Microsoft Office (Outlook/Word/Excel/Powerpoint).  Experience using design software – preferably Adobe Creative Cloud.  Desire to work as part of a team and ability to use own initiative and work unsupervised when required.  Ability to manage conflicting priorities. | | | E  E  E  E  E  E  D  E  E | AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I |
| Special Requirements | |  | E / D |  |
| The successful post holder would be expected to have a flexible approach to their work.  The successful applicant will need to have a CRB check to work in the College environment.  The post holder would be required to demonstrate an ability of discretion and maintaining confidentiality.  Must be willing to undertake appropriate training and development in order to meet the requirements of the College.  Awareness of health and safety requirements.  Commitment to the principles of valuing diversity and equal opportunities.  Bolton College is committed to safeguarding and promoting the welfare of young people and vulnerable adults and expects all staff and volunteers to share this commitment. | | | E  E  E  E  E  E  E | I  I  I  I  I  I  I |