

Job Description

JOB TITLE	Digital Marketing Officer
LEVEL/BAND	MM20
DEPARTMENT	Strategy & Marketing
DIRECT REPORT (JOB TITLE)	Marketing Manager

Overall Purpose of the Position

- To maintain, update and develop the Bank's website and intranet to ensure quality content for internal and external audiences, which supports the organisation's objectives.
- Overall responsibility for developing and managing social media channels, implementing strategies to enhance brand reputation and generate sales leads.
- Developing and maintaining digital internal communications channels to support staff engagement.

Operational Responsibilities

- Lead the day-to-day management of the Bank's website, improving usability, content and design and updating as required.
- Devising and implementing strategies to drive online traffic.
- Develop digital marketing strategies that will support the organisation to achieve its aims as part of the overall Marketing Activity Calendar.
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- Take responsibility for the Bank's social media channels, creating and posting engaging content in line with plans, reflecting brand and content guidelines.
- In conjunction with the Marketing Manager and Customer Intelligence Manager develop and manage digital marketing campaigns across multiple channels utilising techniques as necessary including e-mail marketing, paid search, SEO and PPC.
- Use and develop digital channels to provide effective internal communications (INTRANET).
- Ensure reporting and analysis of all digital marketing activity.
- Work with external agencies when required.

General Responsibilities

- Assist in the preparation of the Division's plan and underlying budgets. This includes the preparation of action plans and reports as may be instructed from time to time by the Marketing Manager.
- Ensure enforcement of the Bank's procedures and policies at any time.
- Perform any other duties that may be reasonably assigned.

Qualifications, Skills & Competencies

- **Mandatory**

Skill

- Knowledge of current online marketing trends and best practice
- Very organised, innovative and enthusiastic with lots of initiative
- Excellent communications skills and ability to represent the team / department well
- Team player

Experience

- 2-3 years' experience in a similar role carrying out digital marketing at hands-on operational level – or relevant training / qualification with demonstrable application of knowledge
- Previous experience of managing websites / intranets
- Relevant experience including CMS, SEO, PPC, social media
- Experience of working with analytics tools and compiling reports

Qualification

- Relevant professional qualification preferred

- **Desirable**

Skill

- -

Experience

- -

Qualification

- -

Structure

