

LOCAL HOSPICE LOTTERY LTD

JOB DESCRIPTION

JOB TITLE:	Digital Marketing & Social Media Executive
DEPARTMENT:	Marketing & Account Management
LOCATION:	Lottery Office, Felsted
RESPONSIBLE TO:	Graphic Design & Marketing Support Manager
ACCOUNTABLE TO:	Head of Marketing & Account Management
RESPONSIBLE FOR:	No staff line management responsibility

OVERALL PURPOSE OF JOB:

As Digital Marketing & Social Media Executive, you will focus on all aspects of digital marketing and play an instrumental part in maximising Local Hospice Lottery's ability to deliver new lottery members online for the benefit of our numerous hospice partners and hospice care across Great Britain.

You will have the exciting opportunity to champion digital engagement for the organisation and ensure effective strategy, delivery and evaluation of all online activities alongside the wider Marketing Team. This will include; producing highly engaging content effectively targeted to the best performing audiences and responsibility for maintaining and developing Local Hospice Lottery's social media opportunities. Internal communications, SEO/PPC, email and wider digital marketing activities that serve to extend the reach of Local Hospice Lottery's product and brand online will also form a fundamental part of this key role.

To work in line with Local Hospice Lottery values which are to be Supportive, Fair, Professional & Ambitious. You will be expected to live the values of LHLL in all that you do, demonstrating that you are supportive to all staff and customers, being fair in all interactions, always acting professionally and courteously whilst seeking to help LHLL achieve its ambitious plans alongside your own personal career ambitions.

MAIN RESPONSIBILITIES:

1. Plan, produce and deliver an effective digital marketing strategy across a range of platforms such as Facebook, Twitter, LinkedIn, Pinterest, YouTube and Instagram - to nurture and grow Local Hospice Lottery's online presence.
2. Plan, coordinate and deliver innovative advertising campaigns (paid for and organic) that deliver online sign-ups that meet agreed KPIs and budgets.
3. Work with the wider Marketing Team to plan and produce highly engaging content (including video and imagery) that communicates with a variety of audiences across a range of platforms.

4. Write relevant content for posts and blogs which inspire people to support their local hospice through playing the Local Hospice Lottery and ensure that these are correctly proofed before publication and reflect professionalism at all times.
5. Ensure Local Hospice Lottery's brand identity and values, and the brand guidelines of its hospice partners, are consistently applied correctly throughout all communications.
6. Respond to social media comments and messages quickly and effectively, ensuring Local Hospice Lottery's brand values and ethics are consistently applied.
7. Ensure search engine optimisation across all online content.
8. Collaborate with the wider Marketing Team to develop landing pages which continually improve and optimise the user experience.
9. Monitor and liaise with external suppliers as appropriate and brief them effectively on timeframes and job specifications to ensure all aspects meet requirements.
10. Analyse, measure and report on the performance of all digital marketing activity against set KPIs as requested by the Graphic Design & Marketing Support Manager and/or Head of Marketing & Account Management.
11. Implement Local Hospice Lottery's internal communications through leading internal focus groups, producing e-newsletters and utilising other opportunities such as intranet and staff log-in areas on the website.
12. Produce e-surveys and collate and analyse responses.
13. Research and identify new digital opportunities that may benefit the business - including mobile, social media and the development of blogs and forums.

OTHER RESPONSIBILITIES:

1. Proof reading for the wider team as and when required
2. Liaising with Local Hospice Lottery's partner hospices to plan digital projects and provide regular updates on results, representing Local Hospice Lottery professionally at all times.
3. Attend and play an effective part in team meetings and one-to-one sessions with the Graphic Design & Marketing Support Manager as required.
4. Keep informed and up to date of all relevant regulations relating to digital marketing and the promotion of lotteries and ensure they are applied consistently.
5. Undertake any other reasonable duties as required by the Graphic Design & Marketing Support Manager and the Head of Marketing & Account Management.

Notes:

- i) You will be expected to produce work to a high standard and promote quality at all times.
- ii) You will be expected to adhere to all Local Hospice Lottery policies and procedures, and are responsible for keeping up to date with policy changes, as and when they are communicated to you.

- iii) The post-holder will have access to confidential data on lottery players / supporters and staff of the charity. Failure to maintain confidentiality may lead to disciplinary action which could ultimately lead to dismissal.
- iv) You will be expected to participate in a staff appraisal scheme for yourself, and where applicable for staff you manage.
- v) If you are a member of a professional/regulatory body you will be required to abide by the relevant professional Code of Conduct as well as any other relevant codes of conduct.
- vi) Smoking or vaping is not permitted while on duty.
- vii) Employees must be prepared to work flexibly to meet the changing needs of the organisation.
- viii) The above job description does not purport to be an exhaustive list of duties and responsibilities. The post-holder will be expected to undertake additional duties as the requirements of the post change.

EQUAL OPPORTUNITIES

Local Hospice Lottery operates an Equal Opportunities Policy and expects staff to have a commitment to equal opportunity policies in relation to employment and service delivery.

CHANGES TO THIS JOB DESCRIPTION

You have the responsibility to discuss any job changes with your line manager at the time the change occurs and agree any permanent substantial change. You may be required to carry out other duties as reasonably required of you commensurate with your grade/level in the organisation.

Date of Job Description:

Review date:

Post-holder in receipt and agreement of job description:

Signature: _____ Name (please print): _____

Manager's Signature: _____ Name (please print): _____

PERSON SPECIFICATION – Digital Marketing & Social Media Executive

SELECTION CRITERIA	ESSENTIAL	DESIRABLE
EDUCATION AND QUALIFICATIONS		
GSCE or equivalent in English & Mathematics	✓	
Educated to 'A' Level, NVQ Level 3 or equivalent	✓	
Degree level or professional qualification in Digital Marketing OR demonstrable equivalent experience in an appropriate environment/role	✓	
SKILLS AND EXPERIENCE		
Recent relevant experience within a marketing team	✓	
Confident in all areas of digital and social media marketing	✓	
Solid and demonstrable experience of using Facebook Business Manager and Ads Manager	✓	
Use of Google Analytics, Google AdWords, and other relevant sites	✓	
Development and implementation of SEO and PPC strategies	✓	
Ability to use data to create reports and improve future activity	✓	
Experience of developing and executing effective email marketing campaigns and surveys	✓	
Excellent writing skills and the ability to create content that is both engaging and exciting	✓	
Basic knowledge and understanding of the importance of brand management and adhering to brand guidelines	✓	
Creative with a flair for design	✓	
Good analytical, organisation and planning skills with the ability to work on own initiative, prioritise and meet challenging deadlines	✓	
Be able to evaluate and review campaigns and SEO to ensure the correct mediums are being used and campaigns are effective	✓	
High level of IT skills including Microsoft Office packages	✓	
Strong verbal communication and negotiation skills	✓	
Video editing (specifically for use on social media)		✓
Experience of using InDesign and Photoshop software		✓
Experience of maintaining web sites & using software such as WordPress		✓
Knowledge and understanding of the hospice movement		✓
ADDITIONAL REQUIREMENTS/INFORMATION		
Ability and willingness to work flexibly as role requires (role will require some evening and weekend work)	✓	
A full driving licence and access to a reliable vehicle for work-related travel (expenses will be paid).	✓	
Ability and willingness to travel throughout Great Britain	✓	
Ability to demonstrate empathy with Local Hospice Lottery's Values.	✓	
Ability to drive and have access to a car for commuting to and from work – due to location of office	✓	
Ability and willingness to work at home as and when necessary	✓	