

**Job Description and Person Specification for:**

Senior Digital Marketing Officer

**Department:**

Marketing and Communications

**Reports to:**

Marketing Manager

**Salary (Band/Annual/Pro rata):**

Band C

**Responsible for:**

Continuously developing, maintaining and improving the website and running digital marketing.

**Hours per week/FTE:**

1.0 FTE (36.25 hours per week)

**Working Pattern:**

Monday to Friday 08:45-17:00 and to work unsociable hours as required.

**Job Purpose/Summary:**

Health Sciences University's websites are one of our biggest recruitment tools for student and patient acquisition. They also act as information sources for enquirers, current students, staff, alumni, patients, partners and schools and colleges. Working as part of the Marketing team, the Senior Digital Marketing Officer is responsible for continuously developing, maintaining and improving the main HSU website and HSU clinic website, and for working with colleagues in London and Bournemouth on the institution's microsites where necessary (e.g. alumni microsites) ensuring all content is correct and up to date.

The Senior Digital Marketing Officer will take ownership and responsibility for content accuracy on the main HSU website and HSU clinic website. Liaising and collaborating with departments across the institution, they will ensure all content (including copy, images, forms, links, widgets etc) is correct, optimised, well curated and in line with the institution's tone of voice, requiring both strong writing and interpersonal skills.

Working with the Marketing Manager, the Senior Digital Marketing Officer will play a pivotal role in enhancing our online presence through SEO (Search Engine Optimisation) and PPC (Pay-Per-Click) campaigns, improving search engine rankings, and optimising conversion rates, working with Health Sciences University's digital agency and/or our freelancers.

They will be also required to ensure the sites are functioning well and assist in bug fixing. They will work closely with our digital agency, clearly briefing them on any development work required and managing the relationship to ensure a quick turnaround is achieved, delivering within our SLAs. The Senior Digital Marketing Officer will also need strong project management skills to successfully identify and manage new functionality projects with the digital agency, being able to manage these projects independently and deliver to brief and to time, championing the user experience and carrying out user testing when required.

The Senior Digital Marketing Officer will also be responsible for keeping course information up to date, working closely with clinicians, course leads, Heads of Schools, marketing colleagues in London and with the Quality Assurance team, ensuring we adhere to CMA standards. They will also be responsible for the images used on the websites, and will help look after the institution's photo library, briefing external photographers for required shots.

Driving traffic to the website is key, and the Senior Digital Marketing Officer will be responsible for the successful planning, running, tracking and reporting of effective third-party digital advertising, as well as ensuring all third-party profiles and portals are up to date.

The Senior Digital Marketing Officer will feed into the marketing results dashboard monthly and work with Health Sciences University's digital agency to provide regular analytics to report on key statistics comparing to past data and providing a narrative on successes, key learnings and improvements required, along with reporting on the results of the digital advertising investments.

As a member of the Marketing team, occasional Saturday or evening work may be required to support Health Sciences University's recruitment events.

**Main Responsibilities/Key Tasks:**

- Continuously develop, maintain and improve Health Sciences University websites, taking responsibility for content accuracy
- Work with Health Sciences University's digital agency and Marketing Manager to continuously develop the sites to bring onboard new functionality and content. Ensure the websites are competitive, benchmarking against competitors and staying abreast of best practice in other sectors
- Liaising and collaborating with departments across the institution to ensure all information is up to date and accurate on both websites
- Identifying opportunities for SEO improvements with the aim of improving our search engine rankings. Implement SEO tasks with support from the digital agency
- Ensuring all mentions of Health Sciences University on third party sites and portals are up to date and correct, identifying and pursuing advertising opportunities
- Work with freelancers and our digital agency to implement and report on PPC activity
- Plan, write and edit new quality content for the sites (with freelance support where necessary), with a high level of accuracy, attention to detail and written to the institution's tone of voice
- Manage the digital agency relationship, building a great rapport and leading on regular communication, clear briefs and constructive feedback.
- Champion the user experience, and through data analysis make suggestions for improvements to the two sites through improved navigation, UX and content
- Provide ad hoc support and training to schools/departments/clinicians as required
- Support with photography shoots and keep website imagery current and reflective of our University status and Clinical and Rehabilitation Services
- Work with the digital agency to fix issues and updates when needed, clearly briefing the agency on requirements and ensuring fixes are provided quickly and to our agreed SLAs
- Successfully manage new functionality projects independently, delivering to brief, time and budget, and carry out user testing where required
- Feed into the marketing dashboard with key statistics from the two websites and digital advertising campaigns
- Contribute to the yearly planning for marketing activity, supporting Head of Marketing and Communications and Marketing Manager to create the annual Marketing Plan
- Work with the Data Protection Officer and support Head of Marketing and Communications and Marketing Manager with data protection actions for the website, including keeping information up to date and compliant with guidance from the CMA, Public Information Act and QAA
- Contribute to the budget setting process and assist with monitoring associated expenditure and processing e.g. raising POs and keeping budget sheets up to date etc
- Keep current with trends in the HE industry and monitor competitor activity
- Undertake a keen interest in digital marketing, and keep up to date with new and emerging technologies
- Support with ad hoc administrative tasks if required.

**Additional Duties:**

- To demonstrate support for the University's commitment to equal opportunities and its Equality, Diversity, Inclusion and Belonging Policy.
- To demonstrate support for the University's Health and Safety Policy ensuring that it is adhered to in the post holder's areas of responsibility.
- To undertake other activities identified from time to time commensurate with the level of the post.
- To work in line with our values

<b><u>Requirement:</u></b>	<b><u>Essential:</u></b>	<b><u>Desirable:</u></b>
<b>Education, Training and Qualifications</b>	A degree or diploma (or similar qualification) with an emphasis on marketing	Professional Marketing or PR qualification
<b>Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>▪ Strong copywriting and editing skills</li> <li>▪ Excellent proof-reading skills</li> <li>▪ Good interpersonal skills and ability to collaborate</li> <li>▪ Strong verbal communication skills to articulate ideas and briefs to colleagues and agencies</li> <li>▪ Knowledge of UTM tracking</li> <li>▪ Microsoft office literate</li> <li>▪ Knowledge of SEO and an understanding of how to implement SEO tasks</li> <li>▪ Knowledge of PPC</li> </ul>	<ul style="list-style-type: none"> <li>▪ Basic understanding of HTML/CSS</li> <li>▪ Understanding of the Accessibility Framework for accessibility best practice and requirements</li> <li>▪ Knowledge of the HE sector</li> <li>▪ Knowledge of the healthcare sector</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Experience of using content management systems, form builder experience and bug fixing</li> <li>▪ Experience of writing strong web copy</li> <li>▪ Experience in using Google Analytics and Google Tag Manager, and creating strong regular reports</li> <li>▪ Experience of working with digital agencies, building rapport, briefing projects and change requests.</li> <li>▪ Good project management and organisational skills with experience of involvement in on/offline projects</li> <li>▪ Experience of working in a busy marketing team</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of using WordPress</li> <li>▪ Experience of maintaining media library (adding alt tags/folder structure).</li> <li>▪ Agency experience</li> <li>▪ Health marketing experience</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>▪ Exceptionally well organised</li> <li>▪ Proactive, with the ability to work independently and within a team</li> <li>▪ Personable, professional and positive</li> <li>▪ A team player</li> <li>▪ A confident self-starter who will maintain the energy and</li> </ul>	

	<p>passion to be an advocate of the University</p> <ul style="list-style-type: none"> <li>▪ Enthusiastic about engaging with prospective students and help build the HSU brand</li> </ul>	
<b>Abilities</b>	<ul style="list-style-type: none"> <li>▪ Ability to write strong copy, with a high level of accuracy and attention to detail</li> <li>▪ Ability to prioritise and manage competing deadlines</li> <li>▪ Ability to understand new technologies and software quickly</li> <li>▪ Ability to develop good working relations in and outside of HSU</li> </ul>	
<b>Other Requirements</b>	<p>As a member of the Marketing team, occasional Saturday or evening work may be required to support HSU's recruitment events.</p>	

~~~~~

**NB:** *The purpose of the job description is to indicate the general level of responsibility of the position. The duties may vary from time to time without changing their general character or level of responsibility.*

Health Sciences University is committed to equality of opportunity and welcomes applications from everyone regardless of ethnicity, gender, age, faith or sexual orientation.

**September 2024**