



Digital Marketing Officer Role Profile

Overview

As a key member of the Marketing & Communications team, you will oversee the development of Cornerstone's digital marketing resources and ensure our digital strategy moves forward.

Using your digital marketing expertise, you will work to maintain a highly professional and effective digital presence using our website, social media channels, SEO, and email marketing, ensuring each channel is tailored to meet the needs of our target audiences and services.

You will ensure all digital marketing is in line with strategic objectives; that our online activities contribute to raising our profile, improving understanding, extending our reach, enhancing engagement, increasing our supporter base and stimulating income generation.

You will be driven to stay ahead of the latest digital trends; recommending, testing and maximising our use of emerging digital opportunities and utilising insights and analytics to ensure optimal performance of all digital marketing campaigns and online channels.

Using your excellent interpersonal skills, you will actively collaborate with other departments and stakeholders - taking briefs and preparing corresponding plans and resources within the required timeframes and budgets.

We need you to:

Manage our online presence

- Maintain and grow the Cornerstone website and social media channels (which currently include Facebook, Twitter, LinkedIn, Instagram); identifying areas for improvement and implementing any required changes in line with strategic objectives.
- Ensure all digital marketing activity complies with and embeds the Cornerstone strategic goals, policies, guidelines and practices, including media consent.
- Ensure digital marketing activities are carried out with sensitivity regarding the people we support and in keeping with Cornerstone's corporate guidelines and media consent procedures
- Closely assist the Marketing & Communications Lead with high-profile campaigns that aim to raise the profile of Cornerstone
- Devise, co-ordinate and implement a shared online content plan using social media management tools in consultation with a variety of departments, services and branches across the organisation
- Build national initiatives and awareness campaigns into our digital content plan in consultation with marketing, fundraising, branches and other departments.
- Plan, co-ordinate and evaluate paid-for social media campaigns, sponsored ads, boosted posts, PPC etc



Digital Marketing Officer Role Profile

Working in partnership

- Be the key admin for all centralised online and social channels including Facebook Business Manager, and an administrator on other related social accounts
- Support and monitor local branch Facebook pages and develop an integrated approach – keeping branches up to date, consulted and included in future, organisational online plans
- Interpret briefs from internal and external customers and create high quality digital marketing plans and materials within required budgets and timeframes.
- Use and develop MS Teams, attend meetings and proactively work with other internal departments to update their online pages and digital marketing resources.
- Support relevant colleagues in developing their knowledge and understanding of digital marketing through delivery of bitesize training and social media guidance

Develop resources and content

- Work with other marketing and fundraising colleagues to create a range of professional online and digital marketing materials, including e-newsletters, campaigns, infographics, case studies, e-comms and video content etc.
- Contribute to the development of a shared photography and video library supported by appropriate media consent and a shared digital marketing resources channel on MS Teams
- Maintain, strengthen and reinforce the Cornerstone brand throughout all digital materials – addressing incorrect applications of the brand as required
- Use basic design and editing software to assist with digital content creation
- Support the Marketing & Communications Lead by gathering, writing, filming and editing stories and case studies where required
- Produce highly effective written copy for online content, as well as internal and external campaigns and take full responsibility for all copy (created or supplied) being proofread and edited for accuracy, grammar, punctuation, consistency, tone and formatting
- Actively seek shareable, sector-related content from partners and external sources positioning Cornerstone as reliable and responsive online commentator
- Ensure Cornerstone webpages are keyword optimised and rank highly on Google and other search engines.
- Working closely with other members of the marketing and communications team, keep information on the website accurate and up to date through a process of audit, ongoing development and content creation plans
- Ensure Cornerstone-related content on external sites is up-to-date and promptly respond to any comments or queries

Drive improvement and development

- Grow our social media audiences, improve engagement and create opportunities to consult and involve our followers and supporters
- Monitor our online channels and utilise analytics to track and measure the success of digital marketing campaigns, translating results into snapshot reports with recommendations that inform future planning.



Digital Marketing Officer Role Profile

- Stay abreast of the latest digital marketing developments and trends and explore and embrace new technology, with a view to capitalising on any emerging opportunities that could benefit Cornerstone.
- Think creatively and innovatively when developing new campaign ideas and concepts and be able to confidently develop and present these ideas to other teams, branches and colleagues
- Recommend any areas for improvement for anything related to digital marketing.

Be a great team player

- Proactively promote the marketing and communications function across the organisation by being a visible and active member of the team; supporting, advising and guiding colleagues, attending organisational working groups, meetings and events, providing meaningful participation in relevant initiatives and visiting branches
- Proactively share good practice examples and celebrate success of digital marketing campaigns
- Provide out of hours social media support as required
- Attend Cornerstone events – sharing live updates and pictures on social media.
- Travel to other Cornerstone offices as required and be prepared to work occasional evenings and weekends.
- Carry out any other relevant duties as required.

Key ingredients of your role are to:

People we support

- Be passionate about the delivery of great care and support focussed on helping people to live the life they choose
- Maintain a clear focus on achieving our charitable purpose

People we employ

- Communicate brilliantly with everyone
- Actively contribute to the development of team dynamics that will result in high performance and productivity
- Be welcoming and accessible to colleagues and take time to hear, see and recognise their contribution and points of view
- Build strong trusting relationships with colleagues, equipping them with skills and knowledge to enable them to make decisions with confidence
- Encourage and support new ideas brought forward by colleagues
- Share your knowledge and experience with the wider organisation
- Have a positive attitude, be excited about working in an empowered culture and always seek to solve problems and remove obstacles



Digital Marketing Officer Role Profile

Partnerships

- Always promote the culture, ethos and purpose of Cornerstone
- Establish, develop and maintain strong relationships with colleagues, external contacts and stakeholders
- Nurture any external network that benefits the organisation and ultimately the people we support

Culture

- Ensure Cornerstone's values are embedded and reflected in everything you do
- Create an environment where creativity and excellence thrive
- Seek out opportunities for personal and professional development
- Use your pioneering spirit to inspire everyone around you

Operating model

- Keep systems and processes as simple as possible to free up your colleagues to focus on the individuals they support
- Always trust that your colleagues will do the right thing and act in the best interests of the people Cornerstone supports
- Maintain a clear focus on ensuring that you deliver excellent service both internally and externally

Technology

- Utilise existing or source new technology solutions that produce high quality marketing & communications
- Effectively use and embrace technology to enhance the effectiveness of what you and your team deliver
- Explore new technological opportunities that will compliment and enrich the service Cornerstone delivers



Digital Marketing Officer Role Profile

Person Specification

Educational Qualifications – SCQF Level 9

It's desirable that you will have obtained at least one of the following, but we are more interested in your experience, your values and your attitude than we are your qualifications:

Degree in marketing or similar subject e.g. PR, advertising or communications or willingness to work towards a professional qualification in a job-related subject.

We need you to bring:

- Experience working in a digital marketing role
- Strong understanding of and experience in social media, social media advertising, email marketing, e-commerce, analytics, keyword optimisation and search engine optimisation
- Experience of simultaneously managing a range of different social media accounts and using social media management and scheduling tools
- Evidence of using Analytics and Insights to inform and shape social media strategies
- Experience of working on successful digital fundraising campaigns
- An ability to contain and respond quickly and calmly to any negative online comments
- Detailed knowledge of GDPR and its implications for digital marketing
- Experience updating, maintaining and upgrading websites/intranet systems for optimal results using content management systems
- Experience of creating impactful, tailored content for a range of digital channels
- Proven ability to interpret briefs and create and implement corresponding digital strategies
- A passion for staying abreast of new technology and digital trends
- Creative flair and an innovative approach to all projects
- Excellent organisational, time and project management skills with an ability to manage multiple projects and priorities
- Ability to produce high quality, accurate work within strict, tight deadlines.
- Strong proofreading and copywriting skills
- Ability to work to brand guidelines
- Exceptional communication skills
- Ability to build effective working relationships at all levels
- Excellent customer service skills.
- Photography experience
- Film and editing experience
- Design skills – preferably in Adobe InDesign and Photoshop
- Knowledge of designing for the web
- Ability to respond flexibly to emerging and changing circumstances.
- A 'can do' attitude.

It would be great if you also have:

- Experience of Care Standards and SSSC requirements regarding people matters.



Digital Marketing Officer Role Profile

- Experience of working in social care or the third sector.
- Experience working with third party organisations to implement changes to online channels
- Ability to work on own initiative with minimum supervision