

Job Description

Job Title:	Digital Marketing Executive – Digital Acquisition
Division:	Marketing Team – Department of Economic Development
Grade:	Executive Officer
Responsible to:	Marketing Communications Manager

Job purpose

This is an exciting digital marketing role which will deliver all digital acquisition marketing for the Isle of Man as a place to live and work, do business and visit by improving our online presence and delivering the 20% growth required in the online space. You will help manage and execute our websites, social media, SEO, SEM, imagery and video while working with the Digital Marketing Team. Ideally you'll have at least 2 years' experience working in a digital marketing environment. Knowledge of website management and landing page optimisation are critical to the role.

Main Duties and Key Accountabilities

- **Work with the Marketing Director and Marketing Communications Manager to implement the Department's digital marketing strategy and planning:**
- To implement the Department's marketing activity across appropriate digital platforms to maximize reach, impact and usage
- Manage SEM campaigns, including PPC and SEO for the Department
- Deliver and develop the Department's Social Media Strategy – creating social campaigns and overseeing and maintaining the social calendar
- Manage and maintain the Department's suite of websites working with internal and external stakeholders. This includes optimisation of web pages, landing pages, conversion strategies and technical requirements working with website development agencies
- Plan and co-ordinate digital campaigns demonstrating creativity across marketing campaigns for new content
- Actively drive traffic to the Department's websites, overseeing the customer journey and continually improving user experience
- Briefing agencies/freelancers on the creation of digital campaign assets including video, imagery and animation

- **Monitoring, execution and control of the delivery of the digital activities and plan, with recommendations for improvements:**
- Investigate further opportunities for promoting the activities and services offered by the Department within other online and mobile channels to improve customer experience, customer satisfaction and business value generated.
- Maximise the profile of and user engagement with our digital channels through SEO and other methods
- Identify, test and implement new tactics to improve conversion rates and customer loyalty.
- Report on results and set organisational KPIs and implement within dashboards using Google Analytics or other analytics packages, optimizing digital channels accordingly.

- Measure and interpret data to include customer profiling and behaviour across customer journey mapping and web traffic data.
 - Work with the content team to provide regular fresh and engaging content across our digital platforms.
 - Generate campaign performance reports
 - Grow the number of Department contacts via digital marketing channels
 - Actively contribute to the business planning process including the formulation of targets, visitor/client feedback measures and key performance indicators for the Business Development
 - Analysis of competitor activity in our chosen markets to ensure that our online presence remains relevant.
- **Client Relationships**
 - 1) Develop and maintain appropriate relationships with external and internal stakeholders in support of digital marketing requirements.
 - 2) Liaise with other departments to ensure DED digital marketing activities are promoted and supported consistently and effectively.
 - 3) Contribute to performance management and monitoring of day to day contracts with suppliers, control of expenditure, value for money, visitor /client feedback and market impact.

People Management

- 1) Shared Management of 1 Digital Marketing Officer
- 2) Contribute to appraisal review and personal development plans.

Health & Safety

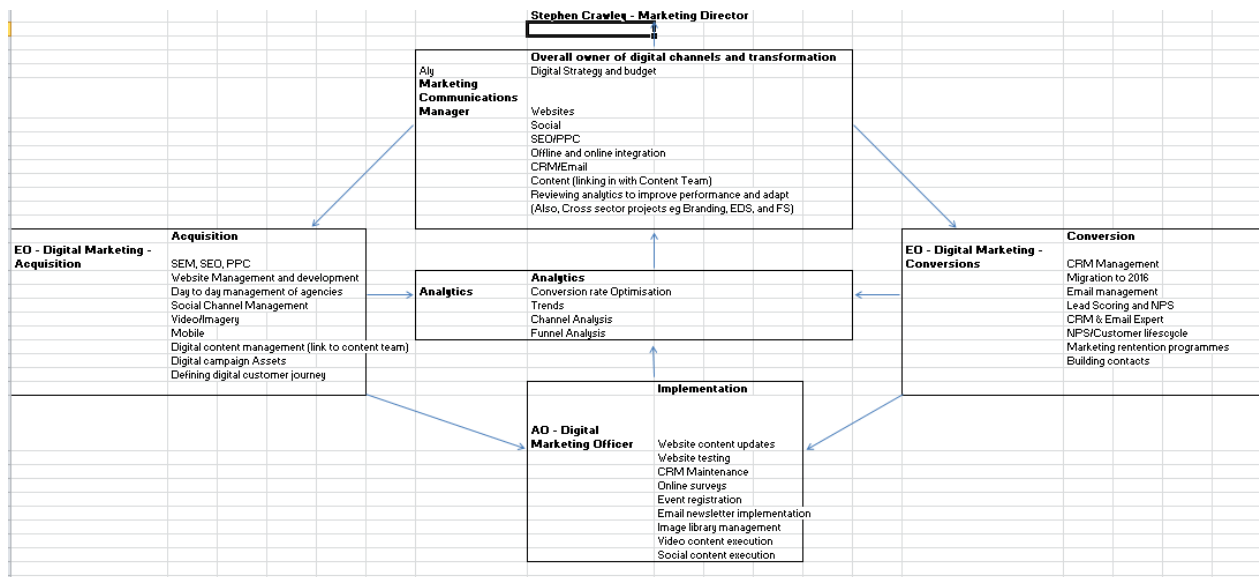
- 1) Comply with appropriate health and safety management procedures
- 2) Report health & safety violations
- 3) Ensure that own knowledge is sufficient for a safe working environment

Budget Administration

- 1) Raising purchase orders and monitoring budgets, in order to ensure public monies are handled in line with Financial Regulations and in particular ensuring value for money, compliance and accountability.
- 2) To be aware of and compliant with financial regulations.

Other Duties

Undertake any other duties commensurate with grade as directed by the Marketing Communications Manager, Marketing Director or other senior manager.



Competencies for post:-

Leading and Working Together

Level B

Actively supports/manages staff to deliver objectives; generates enthusiasm and commitment in others and demonstrates this in their own approach; works collaboratively with colleagues to deliver results; develops effective and productive working relationships with colleagues and with contacts in other Departments/externally. Manages disagreements with tact and diplomacy.

Communicating and Influencing

Level B

Communicates openly with colleagues; is confident speaking in a group or team and expresses views in a clear and succinct way. Influences and convinces others to accept or agree to ideas; takes active steps to build acceptance of proposals using knowledge of the organisation.

Achieving Results

Level B

Prioritises own (and others') work to achieve team goals; schedules activities and resources to deliver to agreed timescale; communicates openly about changes to plans; proposes appropriate solutions and considers consequences of different options; makes decisions in a timely manner and recommends/refers important decisions as necessary; strongly focused on achieving results; takes responsibility for the delivery of team objectives.

Delivering A Quality Service

Level B

Treats customer service as a top priority; makes suggestions for improving aspects of service provision; takes on board suggestions for improving the quality of their work and collaborates with others to deliver excellent service; monitors income, costs and value for money.

Changing and Learning

Level B

Assists, coaches and advises colleagues to develop competence and confidence; actively looks for new, better ways of working, offers opinions in discussions which are not always the most obvious. Is versatile and adaptable, and prepared to change their views. Applies up-to-date specialist skills, knowledge and experience in their work.

Showing Commitment and Resilience

Level C

Shows determination and drive to deliver and succeed; puts in extra effort to complete important tasks on time, shows stamina and can manage a diverse range of projects; calm and confident under pressure.

**Isle of Man Government
Person Specification**

Post: Digital Marketing Executive – Digital Acquisition (EO)

Department: Department of Economic Development

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Attributes	Essential or Desirable	Method Of Assessment
Qualifications		
5 GCSE's at grade C or above inc English Language or equivalent	E	CV
Professional Qualification in Marketing (ideally in Digital Marketing)	D	CV
Experience		
2 years online digital marketing experience	D	CV/Interview
Experience in running SEO and PPC campaigns	D	CV/Interview
Experience of managing websites	D	CV/Interview
Understanding of Google Analytics or equivalent.	D	CV/Interview
Experience of working within a Marketing team	D	CV/Interview
Knowledge, Skills and Disposition		
Passion for digital marketing	E	Interview
Bright, Innovative and creative with a positive approach	E	Interview
Excellent interpersonal skills, verbal and written communication.	E	CV/Interview
Strong attention to detail.	E	CV/Interview
Organisational skills and ability to multi-task.	E	Interview
Project management skills and ability to deliver on time.	E	Interview
Highly motivated, confident, resilient and able to work in a busy team	E	Interview
Ability to represent the Department externally	D	Interview
Comfortable dealing with a variety of people at different levels in different situations	E	CV/Interview

Clear understanding digital activities in the context of marketing theory	D	CV/Interview
Circumstances/Interests		
Full clean driving licence	D	CV
Use of own vehicle	D	CV
Isle of Man worker	D	CV
Ability to work additional/unsocial hours	E	CV