

**SENIOR DIGITAL MARKETING OFFICER**

**JOB DESCRIPTION**

**Job title**: Senior Digital Marketing Officer

**Based**: The Hyde Park Learning Centre, Hyde Park W2 2UH with travel to all parks

**Salary**: £32,666-£36,000 per annum, pro rata, depending on experience.

**Terms**: 8 Month Fixed Term Contract on a full-time basis, 36 hours per week, including agile/hybrid working options.

26 days annual leave plus public holidays, increasing to 29 days after 3 years’ service.

 A pension scheme and healthcare plan are available.

**Reporting to:** Senior Marketing Manager

**Responsible for:** N/A

**Internal relationships:** You will be a key member of the core marketing and communications teams, working closely with the Senior Marketing Manager. You will also work with teams across the charity including the Engagement and Communications Directorate and the Park Operations Directorate. Key relationships will be with Sr Digital Marketing and Communications Manager, Social Media Manager, Learning Manager and Fundraising Manager.

**External relationships:** You will liaise with external suppliers including digital agencies and engage with the general public.

**BACKGROUND**

The Royal Parks is a charity created in March 2017. We manage over 5,000 acres of diverse parkland, rare habitats and historic buildings and monuments in eight Royal Parks across London. These are: Hyde Park, Kensington Gardens, The Green Park, St James’s Park, The Regent’s Park and Primrose Hill, Greenwich Park, Richmond Park and Bushy Park. We also manage other important public spaces including Brompton Cemetery and Victoria Tower Gardens. Our eight Royal Parks and other public spaces are among the most visited attractions in the UK with 77 million visits every year.

**JOB PURPOSE**

A dynamic, digital marketing-savvy, and hard-working self-starter, the Senior Digital Marketing Officer will create and deliver a range of marketing campaigns and initiatives to support the marketing, fundraising, and campaigning objectives of The Royal Parks. The role is primarily focused on increasing brand awareness of the organisation and marketing external engagement opportunities including events. You will manage a digital marketing agency, oversee and execute all of our paid media, including paid social media – Facebook, Instagram, LinkedIn, and YouTube – as well as paid search.

**MAIN DUTIES/RESPONSIBILITIES**

**Digital Campaign Execution and Management**

* Manage end-to-end campaign processes, including developing briefs, campaign building, and reporting.
* Ensure all campaigns are effectively tracked and analysed to inform future activities.
* Implement digital user journeys via various owned and 3rd party channels, including TRP Website, Eventbrite, Just Giving and more.
* Oversee and execute all paid media campaigns, including paid social media on platforms such as Facebook, Instagram, LinkedIn, and YouTube.
* Work with an external agency to manage and optimise the charity’s Google Grant and BAU account.

**Events and Audience Engagement**

* Collaborate with the digital, marketing and brand team to create targeted and effective advertising for events across digital channels.
* Support the marketing needs of public-facing teams, including Learning, Help Nature Thrive, Partners and Volunteering.

**Content Management and Production**

* Utilise CMS systems for website content management and curate digital content that aligns with the charity’s objectives.
* Develop compelling copy for digital platforms, tailored to diverse audiences.
* Maintain outstanding written and verbal communication skills to effectively convey the charity’s message.

**Strategic Planning and Budget Management**

* Work with the Senior Marketing Manager to set the annual budget and manage it independently.
* Conduct research on marketing channels to reach new audiences and expand the charity’s outreach.

**PERSON SPECIFICATION**

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| **Selection criteria** | **Essential / Desirable** |
| **Qualifications** |
| * Educated to degree level or equivalent in a marketing discipline or demonstrable relevant experience
 | **D** |
| **Experience** |
| * Experienced in creating and executing integrated marketing campaigns, plans and content across paid media channels – social and google.
 | **E** |
| * Demonstrable experience of creating and evaluating successful digital marketing initiatives and campaigns.
 | **E** |
| * Demonstrable experience in using digital tools and processes to analyse results and amend campaigns accordingly
 | **E** |
| * Experience in a customer facing role, engaging and liaising with visitors, participants, audiences and or volunteers.
 | **D** |
| * Experience working or volunteering in charities and or social enterprises from the heritage, wildlife, conservation, education and/or wellbeing sectors.
 | **D** |
| **Skills, knowledge and ability** |
| * Outstanding written / verbal communication skills and a confident phone manner. Written skills to include copywriting for print and digital platforms, with the ability to adapt to a wide range of audiences.
 | **E** |
| * Good understanding of communications and marketing functions plus a strong understanding of audience segmentation.
 | **E** |
| * Excellent IT skills, including operational use of the Microsoft Office suite, databases, CMS, paid social media channels and google paid search.
 | **E** |
| * Strong planning and prioritising skills with the ability to multitask and manage several outputs simultaneously with a keen eye for detail.
 | **E** |
| **Other** |
| * Commitment to The Royal Parks’ values of being responsible, excellent, inclusive, open and respectful, and a commitment to building and supporting diverse and inclusive teams.
 | **E** |

The Royal Parks is committed to creating a diverse and inclusive workplace and is an equal opportunity employer. We encourage applications from candidates from all backgrounds and successful candidates will be appointed on merit.