

DIGITAL MARKETING OFFICER

Reference No.	A4543	Type	Individual
Service	Fife Cultural Trust		
Job Family		Grade	FC07

Purpose

The Digital Marketing Officer will lead on the development and implementation of ONFife’s digital communications strategy and provide advice, support and guidance to staff across ONFife to ensure maximum benefit is gained from the use of digital communications of all types.

As part of the the marketing and communication team, undertake and support programming, service development and operational teams to present ONFife’s activities, products and services in creative, cost-effective, measurable ways via all available digital, social and online channels in order to increase numbers of active, engaged users across ONFife’s digital channels, increase attendances from new and existing audiences to ONFife’s programme of activities and build ONFife’s reputation as an innovative organisation.

Role Profile

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
<p>Digital marketing</p> <p>Working with the Marketing & Communications team to develop and undertake marketing plans and strategies for our programme of events, to increase attendances from existing and new customers, ensuring digital marketing is integrated fully</p> <p>Developing and commissioning appropriate mobile marketing and communications for ONFife - including app-based, in-game, location-based and SMS marketing.</p> <p>Working with the Marketing & Communications Team to create and commission engaging written, graphic and video digital content including photography, filming and editing, adverts and blogs for promotion of our services, activities and events</p> <p>Supporting and monitoring effectiveness of online advertising campaigns, Facebook, Google Ad Words, and pay per click (PPC) advertising in accordance with departmental plans and priorities. Identify trends and insights and measure experiments and conversion tests to optimize spend and performance based on the insights</p> <p>Working with Marketing Officers to co-ordinate and control ONFife-wide schedule of email communications, ensuring optimum deliverability and maximising campaign success</p> <p>Maintaining detailed work plans for all projects under direct responsibility, ensuring quality, deadlines, budget and policies are adhered to</p>	<p>Excellent communication and interpersonal skills</p> <p>Proactive and able to take own initiative</p> <p>Good time management skills including ability to keep more than one project in operation at any one time</p> <p>Able to build effective working relationships and work as part of a small team with the flexibility this demands</p> <p>Planning and organisational skills</p> <p>Problem solving ability and good judgement</p> <p>Innovative approach</p> <p>Flexible approach to work and able to respond out of hours if required</p> <p>Able to work as a lone worker if required</p> <p>Able to travel to different locations within Fife</p> <p>Photography skills</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>✓</p>

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
<p>Website</p> <p>Undertaking a full review of ONFife.com website to brief and commission the next stage of development and redesign, in conjunction with the Customer Engagement Manager ensuring on-going improvement to usability, design, content and conversion</p> <p>Managing, commissioning, creating and editing content for onfife.com and any other websites supported by ONFife, ensuring appropriate branding is maintained throughout.</p> <p>Working with staff across the organisation to improve content and optimise user experience.</p> <p>Ensuring the website(s) is/are accessible and promoted widely; managing search engine marketing, including search engine optimisation.</p> <p>Managing event feeds to external partners website</p> <p>Monitoring and reviewing to ensure web information up to date</p>	<p>Strong understanding of current online marketing concepts, strategy and best practice.</p> <p>Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)</p> <p>Working knowledge of ad serving tools (e.g., DART, Atlas)</p> <p>Working knowledge of HTML, CSS, and JavaScript development and constraints</p> <p>Knowledge of online marketing and search engine marketing</p> <p>Knowledge of accessibility requirements and tools</p> <p>Up-to-date knowledge of social media tools</p> <p>Knowledge of how to brief, design and produce marketing material</p> <p>Programming capability: HTML, CSS and PHP</p> <p>Video editing</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>✓</p> <p>✓</p> <p>✓</p>

<p>Social Media</p> <p>Overseeing the development and management of ONFife’s social media strategy and plans – ensuring we have a presence on all relevant social media channels to maximise engagement and driving traffic to onfife.com and sales.</p> <p>Working with a Trust-wide staff group of social media ambassadors and editors to ensure engaging, relevant, innovative content across our channels with appropriate tone of voice and personality, taking the lead on content for our main service pages.</p> <p>Monitoring social media profiles regularly and ensuring the organisation is responding to followers, peers and partners.</p> <p>Building online relationships with customers and peers on key social networks.</p> <p>Monitoring blogs, forums and websites for mentions and opportunities.</p> <p>Working with the Customer Engagement Manager to devise and implement an ongoing programme of social media training and development</p>	<p>Strong analytical skills and data-driven thinking</p> <p>Copywriting and proof-reading</p> <p>Ability to train and coach others in case of digital communications</p> <p>Excellent attention to detail</p> <p>Strong interest in internet technologies and their application</p> <p>Flair and imagination</p> <p>Ability to use Microsoft Office and be adaptable at using other software</p> <p>Interest in the Arts</p> <p>Ability to ensure that projects are delivered to a high standard</p> <p>Ability to think and plan strategically</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	
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<p>Digital Strategy</p> <p>Undertaking the creation, development and implementation of ONFife’s digital marketing & communications strategy, including new and creative growth strategies, in conjunction with the Customer Engagement Manager.</p> <p>Providing thought leadership and perspective for adoption where appropriate and providing expertise and organisational support in all areas of digital communications technology. Work collaboratively providing support on digital communications to colleagues across the Trust.</p> <p>Identifying funding opportunities for digital projects & website redevelopment.</p> <p>Liaising with digital marketing agencies, digital media and vendor suppliers</p> <p>Leading project to research, design and implement new digital image library for ONFife</p>	<p>BA/MA degree</p> <p>A marketing or digital media degree</p> <p>Significant working experience in digital marketing</p> <p>Demonstrable experience leading and managing digital marketing strategies</p> <p>Arts Marketing experience</p> <p>Use of content management systems such as Drupal</p> <p>Film editing</p> <p>Arts and cultural sector experience</p>	<p>✓</p> <p></p> <p>✓</p> <p>✓</p> <p></p> <p></p> <p></p> <p></p> <p></p>	<p></p> <p>✓</p> <p></p> <p></p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>
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Role Profile

<p>Digital Operations</p> <p>Analysing end-to-end customer experience across multiple channels and customer touch points and evaluating emerging technologies.</p> <p>Driving accessibility on our digital platforms, keeping abreast of digital marketing developments.</p> <p>Devising and implementing robust systems and procedures to monitor, measure and report on ROI and digital campaign success against KPIs.</p> <p>Monitoring social networks and report on engagement and providing regular reporting to the Management Team and Board.</p>	<p>Demonstrable experience managing and implementing content for social media channels</p> <p>Experience managing a website and using CMS</p> <p>Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate</p> <p>Experience in optimizing landing pages and user funnels</p> <p>Experience with A/B and multivariate experiments</p> <p>Experience in setting up and optimizing Google Adwords campaigns</p> <p>Proven personal user of wide range of social media channels including Facebook, Twitter, Instagram, Pinterest, snapchat, you tube</p> <p>Experience using Adobe Photoshop or other graphic design packages</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>✓</p>
<p>Undertake continuous professional development</p>	<p></p>	<p></p>	<p></p>

<p>Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required</p>	
<p>Before confirming appointment: You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.</p>	
<p>Additional Information – the following information is available</p>	<p>Expected Behaviours – It is essential that you display the following behaviours as they are expected of all our employees:</p>
<ul style="list-style-type: none"> • Skills Framework (if applicable) • How we work matters 	<ul style="list-style-type: none"> • Take Ownership • Focus on Customers • Work Together • Embrace Technology & Information • Deliver Results