

**JOB DESCRIPTION**

This form summarises the purpose of the job and lists its key tasks.

It may be varied from time to time at the discretion of the RVC in consultation with the postholder.

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| Job Title: Marketing Executive - Web and Digital  | Job ref no: PSD-0360-24 |
| Grade: 5 | Department: External Relations  |
| Accountable to: Head of Marketing & Communications  | Responsible for: N/A |

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| We are seeking a creative and enthusiastic individual to assist with managing the RVC’s web and intranet platforms, creating digital content, overseeing campaigns, and ensuring alignment with brand guidelines. The role involves managing tools like Google Ads, MS SharePoint, and CRM (MS Dynamics), while providing training, analytics insights, and ensuring platforms are accessible, engaging, and compliant.Job summary: * Support the Head of Marketing & Communications in the delivery of web/intranet strategy and digital marketing to help deliver the RVC’s objectives.
* As part of website/intranet development redesign and build new web sections or bespoke landing pages for online events, campaigns, and key points in the student recruitment cycle.
* Curate the RVC Asset bank, tagging and integration process with MS SharePoint.
* Production of all forms of digital content and collateral including but not limited to – video, photography, and animations, display ads, web banners, MPUs and digital advertisements.
* Collaborate with other external relations colleagues in communicating with students and staff to produce content to promote our courses, hospitals, and research. Planning, filming, editing, and publishing regular new video content.
* Working with external agencies to deliver larger pieces of digital content.
* Supporting the Head of Marketing & Communications in ensuring the website/intranet meets, as far as practically possible, all accessibility and legal requirements, standards of best practice, and is aligned with brand guidelines.
* Work as one of CRM (MS Dynamics) marketing super users building new data capture forms for the website, emails, marketing segments, customer journeys and producing reports for key stakeholders on effectiveness and ROI.
* Day to day monitoring and maintenance of Google Ads campaigns
* Providing regular analytics reports on the website performance in SEO and SEM and the outcomes and effectiveness of all marketing activities so that this information can inform marketing decisions.
* Publishing media stories on webpages and connecting to social media output.
* Providing support and training to other RVC teams in how to effectively use the website and intranet
* Acting as point of contact and direct support for website Content Editors to ensure they are keeping the information in their sections accurate and up-to-date, and assisting them as necessary with content.
* General internal communications support as required.
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| **Competency: Experience****Key tasks:*** High level of competence and experience with HTML/CSS, graphics and design software and content management systems ideally Umbraco.
* High level of experience with video editing – preferably Adobe Premiere Pro and ideally experience of other video tools such as Adobe After Effects.
* Experience of using MS Dynamics.
* High level of competence in using Google Ads, Google Analytics and Looker Studio.
* Experience of data analysis and developing reports for senior stakeholders including narrative context.
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| **Competency: Communication Skills****Key tasks:** * Demonstrate the ability to listen to a requirement and interpret this into relevant digital marketing plans and actions that can support colleagues’ objectives.
* Be comfortable and confident in communicating effectively with a diverse set of RVC contacts.
* Possess excellent writing skills suitable for copy writing for web, social media, and clear internal communications.
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| **Competency: Teamwork and Motivation****Key tasks:*** Work within the Marketing Department contributing to providing a professional web and digital marketing operation, delivering benefit to relevant RVC activities.
* Show enthusiasm and commitment to excellence.
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| **Competency: Liaison and networking****Key tasks:*** Develop good working relationships with colleagues across the RVC.
* Develop and maintain excellent working relationships with suppliers.
* Liaising with technical teams to ensure functionality and reliability and develop new features
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| **Competency: Investigation, Analysis and Research****Key tasks:*** Collate and analyse data to provide comprehensive reports for Head of Marketing and Director or External Relations
* Research new trends and developments in website design and implementation
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| **Competency: Service Delivery****Key tasks:*** Be at all times proactive, efficient and professional in delivering internal communications around the RVC.
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| Flexibility: To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above. |