

 <b>Richmond and Hillcroft Adult Community College</b>	<b>JOB DESCRIPTION/ PERSON SPECIFICATION</b>
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<b>POST</b>	Digital Marketing Officer
<b>DEPARTMENT</b>	Marketing
<b>GRADE</b>	2 SP 4 to 9 (£30,525 to £34,816)
<b>REPORTS TO</b>	Head of Marketing and Communication
<b>DIRECT REPORTS</b>	None
<b>WORKING PATTERN</b>	Full-time (with occasional evening and weekend work)

#### **JOB PURPOSE**

We are seeking an experienced and proactive Digital Marketing Officer to join our high-performing marketing team. In this pivotal role, you will be responsible for driving student recruitment and promoting the College's offerings by planning, creating, and managing digital marketing campaigns across a range of digital channels.

The role focuses on optimising the College's online presence through effective website management and engagement strategies, social media (both paid and organic), email marketing, and paid digital advertising.

With a strong emphasis on both customer engagement and acquisition, this role is key to increasing College applications and enrolments by delivering impactful, data-driven digital campaigns.

#### **MAIN DUTIES AND RESPONSIBILITIES**

##### **Digital Marketing Campaigns**

- Plan, execute, and optimise multi-channel digital marketing campaigns to promote courses and events.
- Manage paid advertising across platforms such as Google Ads, Facebook, Instagram, and LinkedIn, including retargeting strategies.
- Oversee relationships with external digital agencies to deliver specialist campaigns.
- Use tools such as GA4, Facebook Ads Manager, and Google Ads Manager to track performance and recommend improvements

##### **Website Management and SEO**

- Collaborate with the Head of Marketing and Communications and the Marketing Coordinator to maintain and optimise the College website with engaging, accurate content.
- Implement SEO strategies, including keyword optimisation, to improve search rankings and drive organic traffic.
- Monitor website analytics using GA4 to enhance user experience (UX) and interface (UI) for improved conversion rates.
- Apply A/B testing to support continuous UX/UI improvements.
- Use CMS platforms (e.g. Drupal, WordPress, Squarespace) to update and enhance web content.

### **Social Media Management**

- Develop and implement social media strategy to increase brand awareness and engagement.
- Create, schedule, and post content across social platforms, relevant to target audiences across all platforms.
- Respond to social media inquiries and comments in a timely and professional manner.
- Monitor and report on social media performance metrics, using insights to inform and refine strategy.

### **Content Creation**

- Create engaging digital content, including graphics, videos, blogs and email campaigns, to promote college activities and achievements.
- Use platforms such as Mailchimp, Canva, Adobe Creative Suite.
- Collaborate with internal teams and students to develop compelling case studies and testimonials.
- Ensure all content aligns with the College's brand guidelines and tone of voice.

### **Email Marketing**

- Design and execute email marketing campaigns to prospective and current learners, ensuring high open and click-through rates.
- Manage the College's email database, ensuring GDPR compliance.
- Use A/B testing to optimise subject lines, content and calls to action

### **Analytics and Reporting**

- Monitor, analyse and report on digital marketing performance using tools like Google Analytics, social media insights and email campaign metrics.
- Provide actionable recommendations to improve campaign effectiveness and achieve KPIs.
- Stay informed on digital marketing trends and innovations to ensure the College remains competitive.

### **General Duties:**

- Commit to ongoing professional development through relevant training and learning opportunities.
- Contribute to the continuous improvement and strategic planning of the marketing function.
- Uphold the College's Health & Safety policies and procedures.
- Actively promote and support the College's Equality & Diversity and Safeguarding policies.
- Undertake any other duties relevant to the scope of the role as directed by the Principal or senior leadership.

*The above are the key accountabilities as currently defined; they are not listed in priority order and should not be taken to be so. These accountabilities may be subject to periodic review, and the post holder will be expected to take on such variations as are consistent with the level of responsibility and purpose of the post.*

### **Benefits:**

At RHACC we promote a welcoming and friendly community environment where education makes a difference to people's lives. To support our staff further, we offer a range of benefits, including:

- Generous annual leave allowance
- Generous local authority Pension Scheme
- Unidays membership with exclusive deals and discounts

- Free onsite parking
- Free employee Counselling service
- Cycle 2 Work scheme
- Costco membership
- Free Leisure course and 50% off a Qualification course at RHACC
- Annual Season ticket loan for public transport
- Eye care vouchers

## PERSON SPECIFICATION

The successful candidate will fulfil the following essential requirements, and will also ideally hold the desirable attributes.

		ESSENTIAL	DESIRABLE	LIKELY TO BE ASSESSED BY:  I – Interview AF – Application form T – Task
	<b>KNOWLEDGE</b>			
1	Commitment to Equality and Diversity, Safeguarding and Health and Safety	✓		I
2	Strong knowledge of digital advertising platforms (e.g., Google Ads, Facebook Ads Manager).	✓		AF, T, I
	<b>ABILITIES/SKILLS/EXPERIENCE</b>			
3	Proven experience in digital marketing, including campaign management and content creation.	✓		AF, I
4	Familiarity with CMS platforms (e.g., WordPress) and email marketing tools (e.g., Mailchimp).	✓		AF, I
5	Proficiency in website management and SEO techniques.	✓		I
6	Experience using analytics tools (e.g., Google Analytics, social media insights).	✓		AF, I
7	Excellent written and verbal communication skills.	✓		AF, I, T
8	Strong organisational skills and the ability to manage multiple projects.	✓		AF, I, T
9	Experience working in the education or public sector		✓	AF
10	Knowledge of the Further Education (FE) or Adult Learning sector		✓	AF
11	Creative skills in graphic design, video editing, or photography		✓	AF, T
	<b>QUALIFICATION</b>			
12	Degree or equivalent qualification in Marketing, Digital Media, Communications, or a related field (or equivalent professional experience).	✓		AF

13	Qualified to at least GCSE (level 2) in English and Maths or equivalent vocational qualifications.	✓		AF
14	Certifications in digital marketing (e.g., Google Ads, HubSpot, CIM)		✓	AF