



# Role Description

Subtitle:	Digital Marketing Executive
Version:	230220
Author:	Product Manager
Owner:	Director of Core Markers
Keep informed:	Digital Marketing Executive

## 1. Overview

Reporting to the Product Manager, Team Leader, the Digital Marketing Executive has specialist responsibilities in the area of planning, implementing, and managing a digital marketing plan for OxTS. They are tasked with maintaining and optimising website and social media channels, with a focus on visitor numbers and conversions to support the wider sales and marketing plan. They will work closely with the Product Marketing Executives in the team to ensure that campaigns have a strong digital element.

## 2. Duties and responsibilities

### 2.1. Website Management and Optimisation

- Create digital marketing campaigns with the intent of creating leads and converting to paying customers including search, display and targeted digital campaign
- Develop detailed briefs for campaigns creation from objectives, KPIs & deliverables
- Continuously assess and report on the results of campaigns and implement improvements where necessary
- Manage all website content, including online campaigns and photography, to create a branded and conversion focused experience
- Measuring and optimising traffic flows and budgets to maximise return on investment
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Produce new and engaging content across the website and social media channels, ensuring that all content is optimised to drive SEO
- Coordinate with external contractors to improve marketing techniques and advance our marketing results
- Identify the latest trends and technologies affecting our industry
- Contribute to company and industry blogs and manage e-communications
- Responsible for effective spending of marketing budget on digital campaigns, in collaboration with the Product Marketing Executives

### 2.2. Social Media

- Plan and monitor the ongoing company presence on social media (LinkedIn, YouTube).
- Drive for an increase in audience growth and engagement on social media channels through campaign work.

### 2.3. Brand Asset Management

- Manage and ensure consistent style guidelines, reinforcing this image across company documentation, software, website, adverts, and other marketing communications.

### 2.4. Marketing Metrics

- Produce, using web analytics, monthly management reports on website statistics to inform and improve our digital communications.
- Use web analytics to monitor the performance of client websites and make recommendations for improvement.
- Provide accurate reports and analysis to clients and company management to demonstrate effective return on investment (ROI).
- Prepare accurate reports on our digital campaign's overall performance.

## 3. Revision History

Revision	Changes
230220	JB: Document Created