



Gloucestershire College is advertising this role on behalf of Gloucestershire Professional Services (GPS).

About the Role – Employment Details

Post Number	A161
Job Title	Digital Marketing Executive
Salary	£28,935.23 - £30,311.86 per annum
Contract Type	37 hours/ Permanent
Campus	Hybrid – office in Gloucester with requirement to travel between campuses
Department	Marketing
Reporting To	Head of Marketing
Pension	People's Pension

About the Role – Meet the Team

Gloucestershire Professional Services (GPS) is recruiting a Digital Marketing Executive to join the Marketing team based at Gloucestershire College.

The purpose of this role is to support the Marketing Team to deliver campaigns, content and communications across B2C and B2B marketing, as well as corporate reputation and profile.

We are looking for a creative and proactive marketer who is keen to progress and gain experience in digital marketing, including website management, social media, SEO, analytics, agency management, planning and more.

About the Role – Duties and Responsibilities

- Review, improve and maintain GC websites, digital channels and projects to ensure accuracy of information, ease of navigation, engagement and conversion.
- Deliver social media strategy: managing social media platforms, creating tailored content, driving engagement, keeping on top of trends and continuously optimising.
- Plan, produce and deliver content to support campaigns and improve engagement and conversions, including but not limited to, campaign pages, articles, case studies, profiles, product information, photography, video and email.
- Keep up to date with the digital market, needs and competitors; driving digital strategy to include optimising user experience, SEO, email automation, campaign analytics, keyword research, backlink building and social media.
- Evaluate and regularly report on digital marketing and social media results and analytics.
- Support the wider marketing team to ensure campaigns are aligned to digital strategy, tracked, monitored and performance measured.
- Develop collaborative partnerships with internal and external stakeholders, as well as key suppliers.





Other duties:

- Attend and support with execution of recruitment and employer events.
- Undertake market research, competitor analysis, statistical and trend analyses as needed.
- Mentor interns and work experience placement students as required.
- Follow financial and admin processes, such as raising PO numbers, budget tracking, planning and reporting.
- Undertake development training as required.
- Assist with proofreading, design and editing across marketing campaigns.
- Work with external suppliers and agencies, leading where appropriate.
- Ensure work is carried out in line with GDPR law and any changes to it.
- Support a culture of high-quality customer service for both internal and external customers.

About the College – Our Expectations

- Take an active part in Professional Development Conversations (PDC)
- Engage with all relevant Health & Safety regulations and assist the College in the implementation of its own Health & Safety Policy
- Actively promote the College's Equality and Diversity Policy
- Actively promote the College's Safeguarding Policy and Practices
- Support the College's sustainability policies and recognise the shared responsibility of carrying out duties in a resource efficient way
- Participate in enrolment
- Participate constructively in college activities and to adopt a flexible approach to your work.
- Undertake a first-aid qualification and participate in the first aid rota, as required.
- Undertake any other relevant duties as specified by your line manager commensurate with the level of this post





About You

Our Shortlisting Criteria

Essential	<ul style="list-style-type: none">– Social media management– Content planning and production– SEO and keyword analysis– Website management and optimisation– Analytics and reporting
Desirable	<ul style="list-style-type: none">– User experience– Digital campaign planning, delivery and reporting– Digital advertising and PPC– Email automation

The Perfect Person for us will demonstrate

Abilities	<ul style="list-style-type: none">– Ability to communicate effectively– Attention to detail– Creative– Proactive– Team player– Proficient IT skills in marketing software and apps– Analytical
Job Circumstances	<ul style="list-style-type: none">– Able to travel between college sites (if required)– Undertake any training required for the role– Hold an Enhanced DBS check or be willing to undertake a check.– This job description outlines the main duties at the time it was written. Tasks may change, but the role's overall nature and responsibility remain the same. These changes are normal and don't justify a change in the post's grading.

