



Job Description

1. JOB DETAILS

Job Title: Digital Marketing Executive

Location: Oxfordshire

Team/Directorate: Communications

Responsible To: Digital Strategy Lead

Responsible For: N/A

2. JOB PURPOSE

Create and deliver a suite of digitally-focused communications campaigns that aid OxLEP's ability to generate positive, meaningful and long-standing interactions with Oxfordshire's business community and the key stakeholders of OxLEP.

3. KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

3.1

Develop and deliver digital content that positively represents OxLEP's various programmes, adhering to our brand guidelines and aligning with agreed key messaging.

As part of the Communications team, deliver integrated, digital marketing campaigns, promoting OxLEP products, campaigns, services, ensuring campaigns align with target audience and support generation of new leads, enhancing the wider impact we make to the Oxfordshire economy as a Local Enterprise Partnership.

Provide content to OxLEP's websites, ensuring they remain content rich, simplify the business support user journey and help individuals and businesses to easily connect.

Working with the Digital Strategy Lead, develop and deliver an approach and activity that builds an invested and loyal social media audience, engaged with the work of OxLEP.

Drive digital initiatives that improve OxLEP's connection and reach into partner organisations to amplify campaigns.

Research and create further OxLEP digital presence across relevant channels where merited.

Act as the primary lead for the scheduling and management of social media activity and posting across OxLEP's channels.

Working with the Digital Strategy Lead, deliver effective paid digital campaigns or paid digital activity that drives engagement with OxLEP – both awareness raising and lead generation focused.

Develop and deliver effective email marketing communications that generates engagement with OxLEP products and programmes.

Act as a custodian of OxLEP's suite of digital collateral and branding materials, ensuring that they are adhered to by colleagues and external agencies and partners.

Generate reporting (via tools such as Google Analytics) that demonstrates the effectiveness of OxLEP's digital activity.

Working with Digital Strategy Lead, ensure that OxLEP's website platforms are SEO-enabled and ensuring they have the best opportunity to attract relevant, organic online traffic.

Working with the entire Communications team, ensure that all OxLEP digital channels remain up-to-date and reflects the organisation's current offer.

Working with the Digital Strategy Lead, ensure that the Communications team benefits from effective and up-to-date digital software and platforms (for example – AI software, design software such as Canva), allowing for the delivery and management of effective digital communications.

Where required – support the delivery of an ongoing programme of both digital and physical events, creating business engagement and lead generation opportunities

Support the building of strong, effective and mutually-beneficial working relationships (both B2C and B2B) with partner organisations and OxLEP-supported businesses, including case studies, testimonials and securing appearances at external events

Work with external agencies who support OxLEP day-to-day marketing and communications activity to deliver marketing and communications campaigns.

Supported by the Digital Strategy Lead and Communications Manager, identify training opportunities that aid the Digital Marketing Executive role and its ongoing involvement.

Working with OxLEP Business, to be the designated lead for its 'Code Red' business resilience programme ensuring 'Code Red' meets all its objectives and reporting requirements

3.2 Key Relationships – Internal & External

OxLEP Staff

Subcontractors

External agencies

Partner organisations

OxLEP supported businesses

Retained communications agency

3.3 Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to.
- Comply with safe working practices as defined by OxLEP.
- Complete online training as and when required.
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work.
- Report any accidents, incidents or near misses as soon as reasonably practicable.

3.4 General

- Be aware of and adhere to OxLEP policies at all times.
- Take part in progress/performance reviews throughout the year.
- Cooperate with other OxLEP departments to achieve good outcomes for our residents, applicants, colleagues, and contractors.
- Attend training courses and complete online training modules as required to meet the requirements of the post.
- Take responsibility for own personal development, seeking out opportunities to learn new skills.
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role or necessary for the smooth running of the business.

3.5 Other

- Apply the OxLEP values and behaviours to every aspect of the role at all times
- Protect and enhance the interests and reputation of OxLEP internally and externally

Digital Marketing Executive

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications and specific training		A holder of a relevant marketing or design qualification (I.e. CIM qualification) or relevant/associated degree or qualification
Experience	<p>Demonstrable experience of using digital marketing software, social media platforms and content management systems for websites, as well as how to optimise digital content</p> <p>Demonstrable experience of effective and detailed marketing and communications campaign plans (including objectives, audiences and key messaging)</p>	
Knowledge	<p>Understanding of analytics associated with digital and social media-led marketing, influencing campaigns based on data-led information</p> <p>Understanding of new and emerging digital marketing and communication methods, including both paid methods and organic methods</p> <p>Understanding of digital advertising channels and their respective effectiveness</p> <p>Understanding of Local Enterprise Partnerships and the role they play in supporting local and national economies</p>	

	<p>Understanding as to how marketing activity can directly support the generation of a new 'pipeline' of business leads</p> <p>Understanding as to the challenges faced by business owners and/or entrepreneurs</p>	
Skills	<p>Developed digital marketing skills, including use of social media, website CMS and e-marketing</p> <p>Developed organisational and work prioritisation skills</p> <p>Developed IT skills inclusive Microsoft Office applications</p> <p>Developed communication skills both verbally and written</p>	
Personal attributes	<p>Must be self-motivated, flexible, well organised and able to work as a member of a team</p> <p>Strong attention to detail</p> <p>Must be able to complete work to a high standard and on time</p> <p>Commitment to own personal and professional development</p>	
Additional requirements	<p>Ability and means to travel across Oxfordshire</p> <p>Work outside of standard hours including evenings and weekends may be required from time to time including attendance at meetings and events.</p>	