

## Digital Marketing Manager

Thank you for considering coming to work with us at Inclusive Employers. We hope this pack provides you with all the information to help you decide whether to apply. Before you get into the detail though, here are some headlines:

- Salary: £28,000 - £35,000 p.a.
- Base: We have offices in Leeds and London
- Working pattern: Full time. Part-time, compressed hours and job share options will be considered.

**Obviously, we really understand the importance of different voices, experiences, perspectives and backgrounds within all workforces. Our workforce is no different and we strongly encourage applications from members of minority groups.**

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### Digital Marketing Manager – the role

We are looking for someone with a real passion for digital marketing who can deliver marketing communications in accordance with agreed plans, with a focus on website optimisation and improving our digital customer experience.

Your role will encompass:

1. Support the growth and development of Inclusive Employers. Deliver marketing and communications to support our plans and improve customer experience.
2. Update and manage our website using our content management system (Wordpress).
3. Proactively manage SEO and CRO activity including identifying key words and gap analysis, effective on-site SEO, and optimizing landing pages and user funnels.
4. Take ownership of digital projects and manage our web agency, ensuring there is an understanding of objectives so they can deliver on requirements.
5. Create ongoing content to meet objectives for our website and social channels.
6. Promote and market our various income streams including events, membership, training and consultancy, Inclusive Employers Standard & personal accreditation courses, as required. Co-ordinating marketing campaigns with online activities.
7. Manage and improve small paid media campaigns within agreed budgets, measuring results.
8. Oversee tracking and analytics. Monitor and report on activities, provide agreed management information and analyse data.
9. Under guidance, support management of brand and corporate identity.
10. Assist with new product launches and with events where required.

Inclusive Employers may alter your duties from time to time in the interests of the efficiency of the business and after reasonable consultation with you.

You will need to demonstrate a broad range of skills and competencies. In particular:

### Personality:

- Self-driven, results-oriented with a positive outlook, and a clear focus on high quality
- A natural forward planner who critically assesses own performance
- Has an eye for detail
- Reliable, inclusive, and determined
- Empathic communicator, able to see things from the other person's point of view
- Keen for new experience, responsibility and accountability
- Able to get on with others and gain pleasure from providing service to others
- Enjoys working in a team and will be supportive of other team members

### Core competencies:

- Understanding of digital marketing, particularly content, SEO and web performance
- Knowledge and experience of managing digital projects, from scope through to delivery.
- Has excellent verbal and written communication skills including a high level of grammatical accuracy and the ability to engage with a range of audiences.
- A confident user of IT, content management systems and a range of social media platforms.
- Ability to interpret data to help inform decisions.
- Able to support and build successful work relationships
- Results orientated and self-motivated
- An understanding of the inclusion agenda, possibly through experience of working in or supporting a diversity and inclusion environment with an employer, school/college or a campaigning organization

### Computer skills:

- Must be adept in use of MS Office, particularly Excel and Word, Internet and email
- Must be adept as using content management systems, ideally Wordpress
- Must be able to think strategically and creatively to help us develop and improve our digital services for customers

### Business skills:

- Must be a confident communicator
- Able to demonstrate customer focus and service giving skills
- Must be able to demonstrate ability to manage projects effectively and on time
- Ability to manage relationships with external partners

### Desirable skills and experience:

- 2 years' experience of analytics and/or a certification with Google Analytics
- Ability to design digital assets
- Knowledge of basic HTML
- Experience of managing paid media campaigns
- Experience of online PR

## Inclusive Employers

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### Inclusive Employers

As the UK's first and leading cross sector membership organisation, we support employers in their goal to build inclusive workplaces and diverse workforces. Working across the whole spectrum of inclusion, in addition to member services we design and deliver training and consultancy solutions. We work in partnership with our members so that we can bring together best practice and cutting edge thinking to promote innovation in this area and support businesses to gain from the social and commercial benefits of inclusion. Find out more here: [www.inclusiveemployers.co.uk](http://www.inclusiveemployers.co.uk)

### Development opportunities

Inclusive Employers is a small but growing organisation. Our services are in high demand, hence the need to expand the team. As we continue to grow there will be opportunities to shape and develop in the role.

### What we like about working at Inclusive Employers

We asked our staff to share what they felt was unique and special about working for Inclusive Employers to help give you a sense of what it is like here. These are their quotes, we have tried to organise them into themes:

#### The culture

*Extremely supportive team culture – we want each other to succeed and provide support when and where it is needed*

*High level of autonomy*

*Freedom and the chance to be creative*

*High trust culture – supports true flexible working*

*Everyone is encouraged to give their opinion/input and it feels like you're genuinely being listened to*

*I feel valued for the experience and knowledge I have to bring – it is very encouraging and confidence boosting!*

*Each team member is valued for the skills, knowledge and experience they bring both to their job and the team/organisation as a whole*

*We have less politics to navigate as we are working with people internally and externally that get it  
We definitely work at pace, it is a fast-moving, fluid environment where roles are challenging and stretching*

*Opportunities to learn on the job, muck in and help out with different tasks*

### How to apply

If you would like to learn more about the role please read the job description and person specification below.

**To apply please submit a comprehensive CV with a covering email. The email should state:**

- Your reasons for applying
- What you think you would bring to Inclusive Employers with specific reference to the role details
- Your salary expectations
- Current notice provisions
- Any periods of time when you will be unavailable to speak to us due to periods of holiday etc.

Please send your application to [recruitment@inclusiveemployers.co.uk](mailto:recruitment@inclusiveemployers.co.uk)

**Please note, we will not accept any applications via Linked in.**

The selection process will involve an initial telephone interview followed by an assessment and interview on Microsoft teams.