# Digital Marketing Executive - Job Description

**Job Description**

Digital marketing executives oversee the online marketing strategy for the organization. They plan and execute digital (including email) marketing campaigns and design, maintain and supply content for the organization’s website. In addition, they engage with the public through social media and ensure visitor flow to digital sites. Digital marketing executives also analyze and report on visitor data and devise new ways to market products.

**Key Responsibilities**

* Develop and implement social media plan aimed at involving new audiences online, driving engagement with Capability Scotland’s fundraising programme and raising the charity’s profile online.
* Manage and deliver an online content plan, including the commissioning, production, and quality control of online content relating to fundraising, including audio, video and written content such as blog posts.
* Manage our fundraising e-communications activity, including the development of an e-newsletter, to ensure these are targeted and meaningful in raising support for our fundraising objectives.
* Develop and enhance our ability to generate fundraised income from our website and from relevant third party donation websites such as Just Giving or Virgin Money Giving.
* Manage and continually evolve the organisation’s digital activity across all existing and future platforms ensuring excellent user experience.
* Promote the importance of digital content across the organisation, encouraging colleagues to make the best use of it in their work, including advising and enabling staff to develop engaging content to enhance our digital presence.
* Develop relevant policies and guidance around digital communications to ensure a consistent and professional approach.
* Work closely with the Communications Team and the Retail Team to ensure that the digital communications align with and support Capability Scotland’s wider objectives.
* Manage relationships with relevant suppliers, ensuring they provide highquality service and value for money.

**Skills Requirement:**

# Proven experience as a Digital Marketing Executive or similar

# Excellent understanding of digital concepts and best practice

# Excellent communication and interpersonal skills

# Experience in creative content writing

# Perfect knowledge of web analytic tools

# BSc\BA in marketing or relevant field

# Experience in B2C social media, Google Adwords and email campaigns and SEO\SEM