



## JOB PROFILE

POSITION	
<b>Job title:</b>	Senior Digital Marketing Executive
<b>Location:</b>	London or Leicester / remote (hybrid)
<b>Reports to (job title):</b>	Marketing and Comms Manager
<b>Directorate:</b>	Communications and Engagement
<b>Band:</b>	2
<b>Date created/reviewed:</b>	November 2023

### JOB PURPOSE

As a Senior Digital Marketing Executive specialising in PPC, paid social and SEO, you will play a crucial role in implementing our new strategy to engage with our target audiences and drive conversion for our products such as membership, professional registers, and CPD. Working within our marketing and communications team, your primary responsibility will be leading performance-based marketing initiatives to enhance the visibility of the BPS brand and drive commercial growth through paid digital campaigns, including social media, display advertising, and PPC.

Collaborating with our in-house design team, you will develop compelling messaging and digital assets, employing a test and learn approach that combines data-driven marketing with creativity. Your ability to effectively communicate and collaborate with internal stakeholders and external suppliers will be essential, as you will be expected to express your opinions, challenge ideas constructively, and provide solutions that ensure a consistent and impactful return on investment for our clients.

Regularly analysing digital marketing performance metrics, you will provide comprehensive reports and insights to senior management, highlighting successes and identifying areas for improvement. Your expertise in B2B or B2C marketing, coupled with proven experience in setting up and managing paid social advertising and Google ads, will be instrumental in driving tangible, measurable results in our fast-paced environment.

## KEY ACCOUNTABILITIES

- Develop and execute paid advertising campaigns, pay-per-click campaigns, paid social and organic media strategies for a diverse range of products.
- Collaborate with internal clients to understand their goals and translate them into effective briefs for successful digital campaigns.
- Create compelling messaging and creative assets that align with the overall business strategy, ensuring highly targeted ad delivery to maximise return on investment (ROI).
- Implement a comprehensive approach to audience research and data segmentation, including the targeting via Meta and TikTok custom audiences.
- Set up and manage the performance aspect of the marketing engine across all paid media channels, leveraging a full range of online marketing tactics such as social media, SEO, and PPC.
- Create and schedule advertising posts on social media channels/platforms.
- Monitor and analyse campaign performance closely, optimising performance through multivariate testing and data-driven insights to drive improved results.
- Establish key performance indicators (KPIs) and performance metrics to measure the effectiveness of marketing initiatives.
- Provide regular reports and insights that highlight successes, areas for improvement, and emerging trends.
- Analyse lead quality and conversion rates to optimise marketing efforts and drive higher conversion rates.
- Conduct research to identify potential keywords aligned with our target audience's search intent to devise a content marketing strategy.
- Effectively manage the paid advertising budget to ensure optimal allocation and maximum impact.
- Stay informed about emerging digital advertising channels and technologies and be open to exploring and implementing new opportunities as they arise.
- Stay compliant with industry regulations and best practices, ensuring ethical and responsible digital marketing practices.

## KEY WORKING RELATIONSHIPS

- Senior Marketing Executive.
- Marketing and Communications Manager.
- Social Media and Online Communities Manager.
- Communications and Engagement Directorate (incorporating the Marketing and Communications Team, Digital Communications Team, Design and Production Team and Internal Communications Team) plus other senior managers.
- Membership Team.
- Data and Analytics Team.
- Our psychologist stakeholders, specifically Board Chairs, Communications Officers, and Editors/Authors.
- External organisations, e.g., other psychological/health/service organisations.
- Suppliers.

## GENERAL REQUIREMENTS

You will also:

- Undertake any training required for personal or professional development within your role.

## PERSON SPECIFICATION

Detailed below are the qualifications, experience, skills and knowledge needed for this role. The essential criteria show the minimum requirements for the post to be carried out competently and effectively. The desirable criteria are not essential, but may be used to distinguish between applicants in a recruitment process.

	Essential/ desirable
<b>Educational &amp; professional qualifications</b>	
Bachelor's degree or equivalent in marketing or a business-related field	E
CIM qualification	D
<b>Experience</b>	
Strong experience of B2B or B2C marketing experience, including setting up and managing paid digital advertising.	E
Demonstrated success in commercial digital marketing, delivering tangible, measurable results from executing successful digital marketing strategies	E
Proficient working on all social media channels/platforms.	E
Experience in all aspects of digital marketing, particularly SEO, PPC, socials, affiliates and content and advertising.	E
Managing paid media budgets and their optimisation with multivariate testing – across PPC, display, paid social etc.	E
Keyword research, competitive analysis, and up to date with industry trends to maximise SEO efforts.	E
Analysis of digital marketing performance metrics and recommend improvements for maximum ROI.	E
Adeptness in overseeing marketing budgets, ensuring a consistent and impactful return on investment.	E
<b>Knowledge</b>	
Understanding of design principles and brand awareness.	E
Incorporate continuous improvement to all campaigns by using a test and-learn approach.	E
Create and refine audience segments within Meta and TikTok relevant to campaign objectives.	E
Knowledge of the discipline of psychology, whether through qualifications, training, or extended reading.	D
Knowledge of industry regulations and best practices, ensuring ethical and responsible digital marketing practices.	E
Knowledge of organic and paid for social media marketing tools.	E
<b>Skills</b>	
Commercially focused strategic thinker who can convert business objectives into robust marketing strategies.	E
Adept at working closely with internal stakeholders and external customers.	E
Excellent communication skills and the ability to work collaboratively in a team environment.	E
Confident in identifying, negotiating, and introducing creative, strategic solutions.	E
Project manage multiple campaigns to an agreed brief, timeframe, and budget.	E
Ability to express their own opinions and is willing to challenge with positive intent and be challenged.	E
Have a flexible, independent and confident, coupled with a positive mindset and solutions-focused approach	E
Excellent literacy skills and a flair for creative copywriting.	E
Strong analytical skills and proficiency in marketing analytics tools (e.g. PPC platforms, SEMrush, Google Analytics, Adobe Suite)	E
Ability to understand client objectives, challenges, and needs in order to actively provide solutions for the client.	E
Strong project management, multitasking, and decision-making skills.	E
Metrics-driven marketing mind with a creative eye to deliver targeted on-brand assets	E
Competent IT user, including MS Word, Excel, Outlook, and PowerPoint	E