

Job description

Post	Digital Marketing Executive
Grade	5
Hours	35 hours per week (fixed term 12 months)
Accountable to	Senior Marketing Manager

The King's Fund is an independent charity working to improve health and care in England. We help to shape policy and practice through research and analysis; develop individuals, teams and organisations; promote understanding of the health and social care system; and bring people together to learn, share knowledge and debate. Our vision is that the best possible health and care is available to all. We have a high profile and strong reputation for influencing health and care policy, providing leadership development and producing excellent communications.

Our values

We expect everyone who works for us to be committed to our values and to share our commitment to becoming a more diverse and inclusive organisation. Our vision, values and commitment to diversity and inclusion can be seen at:

<https://www.kingsfund.org.uk/about-us>

Job purpose

Leads on integrated marketing communications planning, delivery, and evaluation for priority activities across the Fund. This includes the Fund's diverse events and leadership programmes, ensuring they're marketed with the compelling content, effective media mix and insight-informed targeting. You'll be as comfortable analysing marketing data as you are creating social media content or editing a web page, with experience working across content platforms, formats, and social media channels.

Main responsibilities

- Develops integrated marketing plans for assigned events, campaigns, and courses, including clear deadlines, deliverables, targets, and timelines.
- Produces compelling content for email and organic and paid social and considers the external environment to boost relevance of all campaign content.
- Recommends the most efficient media mix, sets up and optimises paid advertising campaigns and spots earned media opportunities; including but not limited to advertorials, paid social and display adverts.
- Contributes to the department's audience growth strategy as well as supporting initiatives to aggregate our 'customer' view, including deep understanding and application of the data infrastructure and processes in place.
- Promotes and cross-links relevant content across the website, creates and updates web pages and supports search engine optimisation.
- Interprets and applies audience insight dynamically while campaigns are live and leads full evaluations at the end of projects.
- Builds excellent relationships with a wide variety of stakeholders across the organisation, including senior policy colleagues, consultants working with the health and care workforce, and our partnerships and events team.

• committed to our purpose and independence • collaborative and supportive
• positive and engaged • striving for excellence • acting with integrity

- Works hand in hand with colleagues within the department, including our designer on creative content, our editorial team to spot the strongest content marketing opportunities, our responsive policy team to maximise the relevance of our digital content and our public affairs team to stay alive to the external environment.

Management of resources

- Actively contributes to effective communication within the team and with others across the Fund.
- Ensures that the organisation's business and information systems are utilised for the benefit of the team, directorate, and Fund.
- Manages finances in compliance with related policies and procedures.
- Effectively manages project/business performance by planning, co-ordinating, delivering, evaluating, and communicating as appropriate.

Other

- Actively learns and develops to stay up to date with developments in area of expertise and to meet the changing needs of the job, team and organisation by participating in appraisal and appropriate learning activities including information security and privacy awareness.
- Encourages and supports the development of others, the team and the organisation by engaging in and contributing to the Fund as a learning organisation and to its positive culture.
- Represents the team and Fund in a professional and positive manner with both internal and external stakeholders and in doing so reflects the values of the organisation.
- Undertakes any other duties that may reasonably be required, and are commensurate with the grade of the job, in furtherance of the objectives of the Fund.
- Ensures compliance with The King's Fund's policies, procedures and contract of employment.

Date: January 2025

Person specification

Supporting Evidence

You must demonstrate your experiences, skills, abilities and values by giving specific examples for the criteria within the person specification.

	Essential	Desirable	How Tested
Training and qualifications	<ul style="list-style-type: none"> Substantial experience in a similar role 		<i>Application</i>
Knowledge and experience	<ul style="list-style-type: none"> Experience of independently planning, delivering and evaluating integrated marketing campaigns Experience in a digital communications role, with a track record of producing creative, high-quality digital content Experience of using CRM systems and analytics tools, such as GA4 and PowerBI Experience in a client-facing role or central marcomms function in-house, working with multiple disciplines and departments simultaneously to meet project objectives Experience briefing design and creative agencies, media owners and negotiating cost-effective media partnership agreements Experience managing marcomms budgets and financial management Knowledge of the latest content, marketing and communications trends Experience working across channels and media types 	<ul style="list-style-type: none"> Experience setting up advertising campaigns including on Meta, LinkedIn, search Experience using DotDigital or similar email marketing platform Experience marketing events and/or courses Experience of writing, editing and proofing communications materials 	<i>Application</i>

• committed to our purpose and independence • collaborative and supportive
 • positive and engaged • striving for excellence • acting with integrity

	Essential	Desirable	How Tested
Skills and abilities	<ul style="list-style-type: none"> • Excellent project management skills matched with ability to coordinate, lead and maintain momentum of cross-functional project groups • Able to absorb, analyse and impart information quickly, and with attention to detail • Sharp focus on attention to detail and ensuring technical accuracy when updating marketing and communications content • Excellent written and verbal communication skills • Able to work collaboratively and sustain effective working relationships with diverse colleagues, partners and clients • Able to organise their own work and time productively • Understands the qualities and processes of excellent people management • Understands The King's Fund's values and their application to this role 	<ul style="list-style-type: none"> • Knowledge of manual data integration activities • Experience of updating websites using content management systems • Experience using entry level graphic design tools e.g. Canva, and image libraries 	<i>Interview Skills test</i>
Personal qualities	<ul style="list-style-type: none"> • Efficient and calm when working under pressure • A desire to work in event marketing for a health care-related organisation • Committed to providing a high standard of work and continuous improvement • Appreciates the value of diversity 		<i>Interview</i>

• committed to our purpose and independence • collaborative and supportive
• positive and engaged • striving for excellence • acting with integrity

	Essential	Desirable	How Tested
	<ul style="list-style-type: none"> • Has a proactive approach to addressing challenges • Committed to continued learning and supporting the learning of others • Willing to accept responsibility and opportunities appropriate for the role • Has a flexible approach to their role and to change 		
Other	<ul style="list-style-type: none"> • Willingness to work outside of normal office hours on occasion when required 		