

**Person Specification**

**Job Title: Digital Marketing Manager**

We are a ‘remote-first’ organisation and as such this role will be fully remote, with travel to meetings as required.

You will be expected to demonstrate the following:

	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 6+ years’ experience of working in digital marketing</li> <li>• 4+ years in social media/community management</li> <li>• A strong portfolio that showcases your experience in planning, delivering and optimising multi-channel organic and paid for digital campaigns</li> <li>• Experience of using email marketing software</li> <li>• Experience in creating pages and uploading content to a website CMS</li> <li>• Understanding of SEO</li> <li>• Thorough proof reader</li> <li>• Ability to brief designers and manage the delivery of designed content to ensure it meets the audience and brands need</li> <li>• Familiarity with MS Office (Word, Excel, PowerPoint)</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in working with organisations focused on children and young people, family support, education, or community development</li> <li>• Experience in managing the delivery of video content</li> <li>• Experience with DotDigital</li> <li>• Line management experience</li> <li>• Experience of managing Adwords and PPC campaigns</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills with the ability to present ideas and collaborate effectively with team members</li> <li>• A proactive attitude</li> <li>• Ability to prioritise and manage a varied workload, work calmly under pressure and meet deadlines</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ability to offer a creative and experimental approach to digital marketing</li> <li>• Ability to take direction and work independently</li> </ul>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree in Marketing or related field</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Passion for storytelling</li> <li>• Proactive attitude, willingness to learn and openness to feedback</li> <li>• Meticulous attention to detail</li> <li>• Proactive, solution-focussed approach</li> <li>• Collaborative and flexible mindset</li> <li>• Creative and innovative</li> <li>• Commitment to own continued professional development</li> <li>• Availability to work occasional evenings and weekends where necessary, and some travel to other parts of the UK</li> </ul>	

As an inclusive employer, we actively encourage applications from people of all backgrounds and cultures. We want Parentkind to reflect the community in which we operate and are committed to fostering a workplace in which individual differences are recognised, appreciated, respected and responded to in ways that fully develop and utilise each person's talents and strengths.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.