



Job Description and Person Specification: Digital Marketing Officer

Job title: Digital Marketing Officer

Responsible to: Head of Communications, with dotted reporting line to the Head of Marketing and Events

Hours: Full-time, 35 hours per week

Salary: TBC

Working pattern: Primarily within core business hours but with flexibility to attend occasional events outside normal office hours as necessary.

Location: Hybrid working with expected travel to office based in London, at least once a week.

Working relationships: Works closely with other members of the External Affairs team, and collaboratively with all other teams within the Institute.

BACKGROUND

The Epilepsy Research Institute serves as the central hub for the epilepsy research community. Our mission is to radically advance research into the causes, prevention and treatment of epilepsy and associated conditions. The Institute aims to strengthen the epilepsy research ecosystem by driving strategic investment and developing partnerships and collaborations between academia, the NHS, industry, funders, patent groups and people affected by epilepsy. Central to everything we do is a culture of advocating and actioning research priorities.

Underpinning our strategy are six themed research programmes, with a task force group led by leading UK scientists and clinicians. These research themes are driving a programme to secure large-scale research investment which will feed into an overall roadmap for research into epilepsy.

The Institute is building an ecosystem that will attract the best researchers, foster an ambitious and inclusive culture of collaboration and enable research into epilepsy to flourish.

JOB PURPOSE

The Digital Marketing Officer will play an important role in the Institute's development, driving engagement and growth across various digital channels including email communications, online communities, digital advertising and social media. Leading on analytics, insights, and search engine optimisation (SEO) to support the engagement and development of our audiences is key to this role, as is creatively raising the profile of our work, while maintaining brand integrity and consistency.

KEY RESPONSIBILITIES

1. To monitor, report and analyse results using tools such as Google Analytics, Mail Chimp, Hootsuite and others, so that amendments and improvements can be made where appropriate.
2. To develop and implement SEO and SEM strategy for the Institute's website to increase traffic and maintain web equity.
3. To lead on paid social media and PPC advertising, develop and track campaigns, and investigate new trends across all channels.
4. To manage the Institute's online presence through the maintenance of web content and social media channels.
5. To develop creative ideas, suggest new innovative ways of delivering digital content and keep up-to-date with the latest digital marketing trends.
6. To assist in the planning, production and creation of a programme of digital content to be used across all our digital channels, increasing engagement with our audiences and stakeholders.
7. To assist in developing a programme of engaging content to position the Institute as a thought leader in epilepsy research.
8. To design and produce graphics for social media, website and publications, in line with brand guidelines.
9. To plan and coordinate a schedule of social media activity via Hootsuite to increase audience numbers and engagement across Facebook, LinkedIn, X, Instagram and YouTube.
10. To grow and develop existing and new social media channels – e.g. TikTok
11. To produce and edit e-newsletter campaigns through Mailchimp and assist with developing auto-journeys for stakeholders
12. To support the execution of key Epilepsy Research Institute events such as our Research Conference, supporter events and workshops
13. To participate in regular departmental progress meetings.
14. To provide ad hoc administrative support to the communications team
15. To assist with the triaging of phone calls, alongside other team members.
16. To maintain a strict code of confidentiality at all times in relation to your work.
17. To comply with all aspects of Health & Safety responsibilities.
18. To undertake any other duties as reasonably requested as part of the role.

This job description is not intended to be an exhaustive list of duties and responsibilities and will be reviewed and updated as the needs of the Institute evolve.



PERSON SPECIFICATION

	Essential (E) or Desirable (D):	
Qualifications: <ul style="list-style-type: none"> Educated to degree level or similar 	E	
Experience: <ul style="list-style-type: none"> Google Analytics and SEO experience Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate 	E D	
Skills and knowledge: <ul style="list-style-type: none"> Excellent attention to detail, organisational skills and ability to multitask Outstanding verbal and written communication skills Proof reading and editorial skills with a good eye for detail Proficiency in Microsoft Office Ability to work as part of a team and individually A good knowledge of social media platforms, including Instagram, Twitter, Facebook, LinkedIn and TikTok A sound understanding of marketing principles and brand management 	E E E E E E D	
Personal competencies: <ul style="list-style-type: none"> Self-motivated Creative and innovative Strong interpersonal skills 	E E E	

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