

JOB DESCRIPTION

Job Title:	Digital Marketing Officer
Main purpose of job:	The post holder will work closely with the Communications & Media Manager to help raise the organisation's profile and implement digital strategies to improve the welfare of seafarers.
Relationships:	The post holder is responsible to the Chief Executive Officer (CEO) and managed by the Communications & Media Manager.

Main duties and responsibilities:

Digital Media

1. Help to produce high-quality videos for our flagship events and to raise the profile of MNWB programmes.
2. Support the Communications and Media Manager to develop and implement digital marketing strategies across various platforms, including social media, email marketing, website and digital advertising.
3. Design and execute email marketing campaigns and marketing support for our constituent members and our national Port Welfare Committees.
4. Assist the Communications and Media Manager to lead the development and management of marketing and communications plans for key events in the year.
5. Create and edit a monthly online newsletter that highlights the work of MNWB and its constituent members.
6. Knowledge of digital engagement, email marketing and web analytics to support the effective delivery of marketing campaigns and activity, ensuring these are set up for maximum impact.
7. Manage and develop MNWB's website with engaging and relevant content.
8. Compile monthly analytical reports of all digital engagement.

Social Media

1. Manage and develop our social media accounts with impactful content to achieve year-on-year growth.
2. Support and track social media communications with constituent organisations and external stakeholders.
3. Plan and schedule strategic promoted posts and ensure audiences are appropriately targeted.
4. Provide social media support and a strategy to MNWB staff as directed by the Communications and Media Manager.
5. Develop MNWB's information gathering and analysis about its audiences and activities and provide quarterly progress reports.

Other

1. Write and edit engaging material for external audiences, including newsletters, Annual Reviews, leaflets and other supporter engagement materials.

2. Print production - working with designers and printers, planning and managing leaflets/adverts and design and print schedules.
3. Take and edit photographs of key events across the sector.
4. Work with other stakeholders from across the sector as required and any other duties as required by the Communications and Media Manager.
5. Assist the Communications and Media Manager in managing and promoting the charity's prestigious Annual Award.
6. Assist to perform different tasks as necessitated by organisational priorities and the overall business objectives of the MNWB.
7. Actively participate in the organisation's performance monitoring processes including appraisals reviews.

ABOUT YOU

Essential

- Educated to degree level or equivalent experience.
- A minimum of two years' work experience in a marketing or communications-related role, ideally in the UK charity sector.
- Excellent writing skills with a track record of producing articles and blogs.
- Excellent verbal and written communication skills.
- Expert working knowledge of all social media platforms.
- Good understanding of, and experience in, managing SEO, digital content and web analytics.

Desirable

- Demonstrable experience of using Microsoft office and website programmes.
- Ability to build collaborative relationships with the media, staff, stakeholders, supporters and the general public.
- Experience of photo editing and producing short promotional videos and other content.
- Demonstrable experience in running multiple social media advertising campaigns.
- Experience of using a database or maintaining records.
- Experience of using email campaign software.
- Full UK Driving Licence.