**JOB DESCRIPTION**

**Job Title:**  Digital Marketing Executive

**Reports To:**  Commercial Director

**Team:** Commercial and Marketing

**Location:** Yorkshire (with UK wide Travel)

**Date Prepared:** 14/10/2019

# PURPOSE

To promote LivingCare Group of companies across all digital media. The role will aim to increase business, increase brand awareness and develop ongoing relationships.

This role will provide the digital frontage to the organisation as it moves away from being a traditional healthcare provider. We require this role to show innovation in marketing campaigns, be creative and importantly have a very strong delivery record.

This role will look at developing the Group-wide e-commerce strategy including introducing new products to the market as LivingCare’s strategy for growth diversifies across new segments of the health and wellbeing marketplace.

**MAIN DUTIES AND RESPONSIBILITIES**

* Develop and manage digital marketing campaigns
* Oversee a social media strategy including advertising strategy and paid for adverts
* Manage and maintain the organisation’s website(s)
* Write and optimise content for the website and social networking accounts such as Facebook and Twitter
* Track and analyse website traffic flow and provide regular internal reports
* Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion
* Continually work on the Search Engine Optimization of the website(s)
* Fix any errors or bugs in online content
* Edit and post videos, podcasts and audio content to online sites
* Arrange webinars and webcasts
* Create online banner adverts and oversee pay per click (PPC) ad management
* Write copy for email marketing campaigns
* Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
* Work on printed material to supplement online products
* Attend product launches and networking events
* Undertake projects across the organisation relating to Growth
* Develop understanding of referral data and advise on clear strategy
* Develop growth in private market
* Attend stakeholder meetings as appropriate

**Training**

This role will have access to external and in house training courses.

Annual appraisals and professional development plans will be performed and acted upon appropriately.

**Ongoing Support**

The post holder will have ongoing support throughout the operational structure. They will also work closely with the clinical team.

**Key Relationships**

This role will link with a variety of key stakeholders including:

* NHS and Healthcare Organisations
* Digital Healthcare Providers
* CCG’s
* STP’s
* Product Development

**Behaviours**

LivingCare has a set of core values which we expect all staff to demonstrate. Building on these we have developed a set of expectations that we expect all team members to demonstrate.

Managing self and others:

* Take care of your own well being and that of your staff
* Manage yourself and your emotions
* Share your knowledge and experience
* Use appropriate language when communicating to others to ensure they understand
* Be decisive
* Be positive – focus on what you can do and why something will/could work
* Actively seek feedback and act on it (where appropriate)
* Know when to step in and do it yourself and when to leave others to have a go
* Be self aware: know your strengths and development needs and look for ways to develop
* Be visible

## STRUCTURE CHART

# KNOWLEDGE, SKILLS AND EXPERIENCE

**Editing and writing skills:** You need to devise and edit content for various digital platforms. Writing blog posts may well be an integral part of the job

**Speaking skills:** These will mainly be deployed internally. You will need to be able to explain coherently to others, who may not be familiar with the medium, how digital technologies work and what their marketing application is

**Video editing skills:** Website and social media content will not just be text but frequently visual as well

**Web development skills**: A digital marketing executive is not a software developer, but you will need sound knowledge of HTML/JavaScript, strong knowledge of search engine optimization and advanced Word and Powerpoint skills

**Project management skills:** Digital marketing executives also need to be good at handling time-sensitive projects and working to deadlines

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**SAFETY**

**Health and Safety at Work Act**   
  
The jobholder is required to take reasonable care for the safety and health of themselves and others who may be affected by their acts; and to co-ordinate with management in the promotion and maintenance of health and safety measures.

This job description is not exhaustive and may be adjusted periodically after review and consultation. You will also be expected to carry out any reasonable duties which may be requested from time to time.

Work safely at all times in accordance with legislative requirements and practice policies and procedures

**SIGNATURES**  
  
Jobholder Name ………………………………………………………..  
  
Signature ……………………………………………………….  
  
Date ………………………………………………………  
  
Manager Name ………………………………………………………..  
  
Signature ……………………………………………………….  
  
Date ………………………………………………………  
  
Director Name ………………………………………………………..  
  
Signature ……………………………………………………….  
  
Date …………………………………………………