

Job Title: Online Content and Marketing Executive

Location: Dublin Business School (DBS), 13/14 Aungier Street, Dublin 2

Reports to: Marketing Manager

Primary objectives

The Online Content and Marketing Executive will work to deliver accurate, fully up-to-date, comprehensive and optimised content across all channels. Working closely with the Marketing Manager, this role looks to bring the channels to best in breed, with optimised content for lead generation and conversion.

This role involves working across web, social, email, SEO and PPC, and events, and the Executive will have responsibility for all on-page copy, photographic, and graphic content. This individual will be self-motivated with experience and skills in web content management, reporting and analytics, writing and editing for email, event management, social and web, graphic design management and site management. The individual will carry strong technical skills and be willing to work with a creative and pro-active attitude, while carrying out their work with a thorough and planned approach.

KPI's will be based on increasing the value of each channel, with specific targets in place for each.

Responsibilities

Web Content and Analytics

1. Day-to-day implementation of content updates
2. Production of HTML templates and clean coded elements for web pages
3. Working closely with the business to establish and fulfil content requirements
4. Ensuring all content produced meets the Google guidelines
5. Production and implementation of monthly scheduled reporting to business stakeholders
6. Recommendations on key web metrics for improvement and change
7. Monitoring all online channels to monitor contribution of these areas into the website

Social Media

1. Enhancing existing content through implementation and use of rich content technologies
2. Producing new content, that is refreshing and customer-focused and clearly working to deliver business benefit/ROI
3. Monitor social media mentions on a daily basis, dealing with and reporting back as appropriate
4. Work closely with SEO function to assess the impact that social media will have on SEO

Email Marketing

1. Creation of schedules and templates and development of elements, particularly image-based, using Newsweaver (or equivalent email marketing platform) in line with the brand guidelines

2. Data management and segmentation to ensure email marketing is not utilised as a mass marketing channel
3. Maintenance of email marketing
4. Awareness, understanding and implementation of latest Data Protection Act best practice
5. To monitor cost effectiveness of this system and make recommendations as appropriate for use of additional/substitute platforms

SEO and PPC

1. Working with an SEO agency to deliver research, analytics and insight
2. Requesting content from the business which is known to be searched for and required by new, existing and potential target market
3. Managing pay-per-click media budgets through a PPC agency

Event Management

1. Internal and external event management, including pre and post-event
2. Driving traffic to the event, using the above mentioned channels
3. Coordinating staff support at events
4. Post-event reporting and analysis

Miscellaneous

1. Will be required to carry out print collateral and printed material updates from time to time
2. Awareness and good understanding of print media to ensure creative is applicable across the marketing mix, digital and offline
3. Other tasks as required to meet the demands of the business in accordance with company objectives

Skills / Attributes Required

- An organised individual with the ability to manage a diverse workload
- Third level qualification in marcomms, or a related field
- Proven experience (1-2 years) of delivering a range of campaigns, across the above mentioned channels
- Good copywriter with proven experience of implementing grammatically correct copy
- Specific technical skills include:
 - Experience using Sitefinity an advantage
 - Experience with Google Analytics
 - Intermediate Adobe Creative Suite, including Photoshop, Illustrator and InDesign
 - Use of modern email marketing systems
 - Proficient in HTML, CSS and JavaScript
 - Experience using databases for advanced segmentation
- A social networker! This person must be a regular user of social media
- Strong analytical skills
- Familiar with digital marketing mediums and able to bring innovative solutions to business issues and problems
- Passionate about the customer and all elements of the customer experience

- Comfortable working in a fast moving, deadline-focused environment
- Delivery-focused individual that works with a pro-active, “can-do” attitude
- Team player that wants to work in a busy environment

This job description is a guide to the work the post holder will initially be required to undertake. It may be amended from time to time to meet changing circumstances by mutual agreement. It is expected that the job description will be reviewed regularly by the post-holder and their manager.

To apply please send your CV and cover letter to recruitment@dbs.ie.

Closing date for receipt of applications will be **Thursday, 19th January 2017 at 5pm.**