

Digital Marketing Executive

Part of the marketing team the Digital Marketing Executive role will be varied carrying out marketing related tasks across all areas of the business with a focus on digital channels. They will be responsible for assisting to develop and implement the digital marketing plans in order to capitalise on market opportunities and generate demand. The Digital Marketing Executive will maintain and build upon existing channels that increase brand awareness, build upon reputation, increase customer engagement and generate new leads contributing to the AoEC strategy to become one of the top four global providers of coaching training and coaching culture creation.

Key Responsibilities

- Contribute to the development of marketing plans and strategies with a digital focus
- Implement social media campaigns across multi-channels including LinkedIn, Twitter, Facebook and YouTube
- Grow both the number of people and engagement with multi-channel social media users and in digital community groups
- With support from the marketing team, populate the social media calendar, creating and scheduling content for brand and all products and services
- Measure, evaluate and report on digital marketing activity and engagement
- Design, create content that can be used across website, social media and other digital platforms
- Create collateral including emails, marketing resources, blog, video, web content, advertising, podcasts, merchandise and programme materials including proofing and production
- Contribute to the design and production of imagery and other creative ideas
- Source new opportunities that contribute to lead generation
- Maintain brand consistency across all business materials and platforms
- Update resources including training materials, handbooks, presentations, brochures and information leaflets
- Use systems including website CMS, Zoho CRM and automation, Microsoft 365 and Basecamp
- Design marketing automation workflows
- Responsible for adding, reviewing and improving information about AoEC and our services on referral sites, online events listings and directories and external sites
- Operate on own initiative to continually update, develop and improve content for the website and respond the business requests
- Take the lead implementing search engine optimisation and search engine marketing
- Create, edit and post videos, podcasts and audio content
- Organise, set-up and support webinars
- Create and implement online advertising and associated analytics
- Liaise and network with a range of stakeholders eg colleagues, suppliers, partner organisations, Alumni and new enquirers
- Maintain the filing of all marketing materials in a centralised system that is accessible to all that need them
- Support the Alumni Association as required
- Help organise and attend internal and external events
- Contribute to team and colleague meetings and events

Experience Requirements

- Proven experience as Digital Marketing Executive or similar role
- Excellent understanding of digital marketing concepts and best practices
- Preferred experience with B2C and B2B social media, Google Adwords and email campaigns and SEO/SEM
- Knowledge of web analytics tools
- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills

Reporting to: Head of Marketing

Working Conditions

This role is home based. Work will require occasional evening work and some travel around London and the South-East for meetings and events.

Hours

This is a full-time role, 35 hours per week, Monday – Friday.

Salary

Up to 26k depending on experience.

Application

Please send CV's with a covering letter to: jobs@aoec.com