

## JOB DESCRIPTION AND PERSON SPECIFICATION



<b>Job title:</b>	Website and Digital Marketing Executive
<b>Reporting to:</b>	Head of Marketing Communications
<b>Location:</b>	Office-based, Manchester city centre
<b>Contract:</b>	Permanent, full time 34 hours per week
<b>Salary:</b>	£28,000 – £30,000 (dependent on experience)

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### Role description

We're looking for an experienced and enthusiastic website and digital marketing executive to join our team at the Oddfellows. This exciting and newly created role will help us develop our digital presence to improve user experience, communicate with existing members and attract new members.

At the Oddfellows we're committed to helping people get more out of life. We're a not-for-profit Friendly Society offering social opportunities to members across 99 local branches around the country.

You will support this mission by making sure the Oddfellows website is optimised, runs smoothly, and by taking forward developments to improve user experience and usability. In turn this will help members and prospective members find out more about membership benefits, what's happening in their local area and get the most out of membership.

You will also support other digital activities such as Pay Per Click (PPC) advertising, digital display advertising and email marketing.

The successful candidate will have bags of experience in websites and digital marketing, including developing and maintaining websites, designing and writing copy for web, running successful digital marketing campaigns and analysing and reporting on website/digital data.

We're looking for someone enthusiastic that wants to make a positive impact, with a hands-on attitude and can-do nature. You will be organised, creative and a team-player, able to build strong relationships across the organisation.

The role is office-based in central Manchester with future potential for some flexible working.

### Responsibilities

- Maintenance and upkeep of the organisation's website, defining and resolving bugs and enhancements in coordination with internal teams and external agencies
- Identifying and taking forward website improvements to optimise user experience and user journeys
- Liaise and coordinate with digital agencies and designers
- Monitor and report on Google Analytics metrics/data from other web analytics tools and apply learnings from the insight gained

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- Ensure that all website content meets best practice standards for consistent user experience, accessibility legislation, brand guidelines and SEO optimisation
- Coordinate, edit and publish website content, assuring that internal stakeholders have reviewed and approved assets or changes
- Support the smooth running and optimisation of the Oddfellows PPC advertising
- Supporting the delivery of digital display advertising campaigns
- Using email marketing software and analysing email results
- Assist in the formulation of plans and strategies to build a lasting digital connection with members and prospective members.

### Requirements and skills

- Significant proven work experience in a similar role
- Highly organised, able to work under line manager direction and independently
- Knowledge and previous practical experience of HTML, content management systems, web publishing, metadata and SEO
- Experience of working with web agencies and developers and QA processes
- Hands-on experience of PPC advertising
- Ability to use email marketing software and analyse engagement
- Solid technical and digital skills with knowledge of best practice approaches to accessibility, data protection/management and user experience
- Adept at using Google Analytics/web analytics tools to interpret data and suggest improvements from insights
- Experienced in writing for web and other digital channels
- Up to date with the latest trends and best practices in online marketing and measurement
- Strong problem-solving skills and ability to think creatively to meet user needs
- Impeccable attention to detail
- Excellent organisation and time management skills
- Strong interpersonal skills and the ability to build strong working relationships
- Demonstrable professional and proactive approach
- A hands-on attitude and a can-do nature.

### Desirable

- Knowledge of User Experience software
- Use of project management software, such as Asana or Trello
- Proven experience of display advertising approaches.

### How to apply

Please email your supporting statement (no more than two sides of A4) and CV detailing why you think you would be suitable for the role to [Jayne.Holgate@oddfellows.co.uk](mailto:Jayne.Holgate@oddfellows.co.uk).

The closing date for applications is **11.59pm on Sunday 4 February**.

Depending on the number of candidates shortlisted, interviews are provisionally planned for Wednesday 14 and Thursday 15 of February.

The Society values diversity and its role in helping to create an inclusive culture for our staff and members. We welcome the inclusion of a range of experiences, perspectives, ideas and talents into the business regardless of age, gender, race, disability, marital status, sexual orientation, gender reassignment, beliefs or religious background.