

Job description: Marketing and Media Manager



Salary: Up to £30,000 package

Location: Home-based working virtually

Living in England (London or South East location preferred)

Job type: Permanent [after probationary period of 6 months], fixed term contract option

Reporting initially to the Managing Director and ultimately to the Head of Business Development, this role is about expanding SDN's customer database leading to an increase in sales and revenue. You will work with the whole team to review and enhance our online marketing strategy that targets customers in both the private and public sectors. SDN operates almost entirely in an online environment and this position will support the company to accelerate new business growth and improve our customer care systems and processes.

The focus will be on:

- developing and enhancing our SEO activity and improving our search ranking across our service offer
- growing our social media presence, particularly LinkedIn
- streamlining our online content production process and leading the development of our online content and marketing, including blogs and mailings
- making effective use of our HubSpot CRM

We are looking for someone who has a strong track record in these areas.

You will enjoy an operating business culture of creative problems-solving as part of the general marketing effort and in contributing to client projects and contracts. SDN is a small agile private sector company that works on a personal achievement culture where individuals and teams collaborate to meet a high level of performance.

Benefits include working from home, and 25 days paid annual leave plus statutory holidays. Service loyalty and performance will qualify for entry to the company employee share scheme.

Main duties and responsibilities

1. Review, develop, deliver and monitor the SDN online marketing strategy and plan
2. Lead on SDN's social media marketing; LinkedIn, Twitter, and Facebook
3. Lead on SDN's website SEO
4. Lead on the process to create content for SDN's website
5. Lead on SDN's HubSpot CRM for service delivery, customer care and business development
6. Advise on how best to develop online marketing for our service offers, programmes, and resources
7. Support SDN's operational activities by providing marketing services
8. Contribute to developing and delivering high-quality customer service processes
9. Continuously report on and improve SDN's marketing activity
10. Where possible, directly contribute to SDN's customer-facing and fee-earning activities, and proactively, contribute to the growth and success of the business

Attribute	Description	Essential / Desirable
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Experience	Establishing an online brand through a website, creating content, and through research, analysis and action, improving a website's ranking on search engines. Experience with SEO tools and WordPress would be desirable.	Essential
Experience	Developing a social media presence and following, for B2B services using LinkedIn, Twitter, and Facebook	Essential
Experience	Working with a CRM to build a customer knowledge base and harvest key information to inform marketing strategies. Experience in using HubSpot CRM an added advantage	Essential
Experience	Working at a managerial level in an online marketing role	Essential
Experience	Significant experience of writing in different styles and for different audiences, in a way that is concise and clear	Essential
Skills	Information and communication technologies, in particular Microsoft Office, Teams, and Zoom to a high standard.	Essential
Skills	Team working and communications especially in a distributed and virtual environment	Essential
Behaviours	Flexible, collaborative, commercial approach appropriate to working in a small, agile team	Essential
Behaviours	Crisp and clear written communication	Essential
Knowledge	Effective marketing strategies and tactics, especially those using social media marketing.	Essential

Skills	Managing and participating in online meeting activities	Desirable
Qualification	Relevant apprenticeship, degree or professional qualification	Desirable
Qualification	Evidence of continuous professional development	Desirable
Knowledge	The learning and skills system in the UK, preferably including the apprenticeship and technical education system	Desirable