



1. Job Specifics

Job Title:	Digital Marketing Executive
Reports to:	Dan Jones
Location:	Middlesex St
Division:	QAHE
Department:	Marketing

2. About the role

Role Purpose	<p>This role will sit within the Digital Marketing team at QA Higher Education. The role will support the Digital Projects Manager in the day to day management of marketing systems, as well as developing the systems to meet future team requirements. The role will also have a clear focus on delivering digital campaigns and projects. Alongside developing our suite of websites, you will also be involved in producing different forms of content, driving lead generation opportunities and reporting on our online data</p> <p>Ideally you will have 2-3 years' experience working in a marketing team, working on a range of platforms, delivering excellent results with a focus on quality.</p> <p>The role looks to continually improve and enhance our online activities, bringing them to best in breed whilst working closely with agencies to ensure that we remain an agile team. This individual will be dynamic and self-motivated with some experience in digital marketing and a passion for developing their skills.</p>
Duties & Key Responsibilities	<p>Systems</p> <ul style="list-style-type: none">• Support day to day management of marketing systems and make recommendations for future developments based on user feedback• Training and working closely with the wider QAHE team on their use of all systems – including advising on best practice

- Supporting with troubleshooting questions and escalating system fixes
- Developing a ticketing system to manage user reported fixes and development requests

Lead generation

- Developing, briefing, managing and reporting on ad hoc digital campaigns requested by recruitment teams
- Manage ongoing digital lead generation campaigns with a view to constantly improving ROI
- To support the creation and monitoring of all PPC campaigns through our search agency and monitor our spend
- Working with the Digital Projects Manager to design and build new enquiry and lead capture opportunities
- Reviewing where we can improve our conversion rates and processes
- Supporting the development of a follow up process

Web development

- Work closely with an external digital agency to brief and deliver a range of projects including web development and online campaigns
- Work with suppliers and partners to ensure that the sites are usable and navigable, implementing graphical and video elements
- Liaising closely with IT and agencies on future web developments and implementations
- Have a keen eye for improvement, ensure websites and systems are best in breed

Tracking and reporting

- Ensuring that all web activity is tracked, measured and reported including: enquiry management systems, telephony systems, online campaigns, online directory listings, web stats, email campaigns
- Embrace a culture of testing and development to ensure websites and systems are performing to a high standard

Miscellaneous

- To ensure GDPR regulations are adhered to across all aspects of the role
- Support the wider team when necessary at events e.g. photoshoots, filming events
- Monitor incoming digital requests from the wider business and support with scoping of projects

KPIs & SLAs	<ul style="list-style-type: none"> • The role holder will have regular reviews with key annual objectives
Key Working Relationships	<ul style="list-style-type: none"> • Director of Marketing & Communications • Digital Projects Manager • Digital Team • Wider QAHE Marketing Team • Partner Marketing Teams • Recruitment and Conversion Teams • Third-party marketing agencies and suppliers

<h3>3. About You</h3>	
Skills & Abilities	<ul style="list-style-type: none"> • Ability to learn new systems quickly • Ability to work in a team environment • A highly organised individual with the ability to manage a diverse workload • Ability to manage a variety of stakeholders • A detail oriented approach with a thorough track record of proofreading and attention to detail • Passionate about the customer and all elements of the customer experience • Good communication skills, comfortable training individuals and groups on using systems • Comfortable working in a fast moving, agile environment • Deadline focused • Experience in managing or working with marketing agencies
Experience	<ul style="list-style-type: none"> • Familiar with updating websites (knowledge of Wordpress would be a bonus) • Experience of using email service providers (knowledge of Dotmailer would be a bonus) • Experience of running digital campaigns, with demonstrable ROI, is highly advantageous • Knowledge of Google Analytics would be beneficial • Experience working on a CRM system/Enquiry Management System would be beneficial • Some experience of using HTML & Adobe Dreamweaver would be advantageous
Knowledge	<ul style="list-style-type: none"> • General knowledge of Microsoft Office essential

	<ul style="list-style-type: none"> • Knowledge of the higher education market would be highly advantageous • Understanding of marketing principles
Personal Attributes & Other Requirements	<ul style="list-style-type: none"> • Fast learner, capable of managing numerous systems • A keen desire to build knowledge of marketing systems and become a source of expertise for the wider team • Should have a proactive approach to work • A desire to deliver high quality work • Would suit an ambitious individual with a desire to progress and take on more responsibility • A positive outlook with a 'can do' attitude • Passionate about marketing • Innovative and imaginative • A diligent individual

4. About QA

About Us	<p>QA is one of the largest learning services organisations in the UK, developing skills and capabilities for everyone from apprentices to business leaders. Headquartered in London, but with a nationwide network of state-of-the-art training centres, QA Group is comprised of four fast-growing divisions- QA Learning, QA Apprenticeships, QA Consulting and QA Higher Education- all of which deliver innovative and cutting edge skills solutions to UK organisations.</p> <p>At QA, we are proud to help people and businesses transform their performance through learning; we offer a complete range of business and IT training. With training centres throughout the UK, QA delivers an exceptionally broad training curriculum to meet the needs of individuals and corporate businesses. Our award-winning teams of learning professionals are amongst the best in the world, each with extensive experience and a proven track record of delivering the skills that transform performance and ensure lasting benefits.</p>
The Division You'll Be Working In	<p>QAHE: QA Higher Education provides quality learning programmes to a culturally and internationally diverse range of candidates. All of our programmes focus on ensuring students have a fulfilling, challenging and intellectually stimulating experience to best prepare them for the business world. QA Higher Education offers</p>

	<p>a range of courses through our partnership with various universities across the country. Through our partnerships we offer globally recognised, fully accredited British degrees at Bachelor's and Master's levels, as well as a range of other courses and qualifications.</p>
<p>QA Values</p>	<ul style="list-style-type: none"> • Integrity - We will: Be open and honest. Have trust and respect for each other. Act in the best interests of the whole business. Share knowledge and experience. • Commitment – We will: Deliver our obligations to clients and colleagues. Take individual responsibility and be proactive in delivering what we promise. Champion equality, diversity and inclusion. Support our communities and protect the environment. • Service – We will: Understand our clients and exceed their expectations. Provide exceptional value. Deliver the highest quality service. Strive to continually improve and enhance our services.
<p>Benefits Offered With This Role</p>	<ul style="list-style-type: none"> • 25 days holiday (rising to 28 days after 5 years) – with the ability to buy more holiday days • Pension scheme – we will contribute a % of your basic salary • Life Assurance (4x your basic salary) • 2 days paid Charity Days – QA will also double any sponsorship money raised up to £250 • 3 additional training days to focus on things you're interested in • Season ticket loan • Discounted gym membership and cycle to work scheme