

<b>Job Description</b>			
<b>Job Title</b>	Digital Marketing Executive	<b>Job Family</b>	Business Support Services - Marketing
<b>Reporting to</b>	Head of Digital Marketing	<b>Job Code</b>	BSS/TBC
<b>Location</b>	Hybrid - remote and Priory Hospital Cheadle Royal (Manchester)	<b>Evaluation Date</b>	TBA
<b>Job Purpose</b>			
<p>Reporting to the Head of Digital Marketing, the Digital Marketing Executive's key responsibility is to assist in the implementation of the digital marketing strategy.</p> <p>The role will also support the wider marketing team in the development and sharing of content, updating the Priory website and relevant offsite listings, in line with both planned and adhoc business development initiatives.</p>			
<b>Responsibilities</b>			
<ul style="list-style-type: none"> <li>• Support in updating the Priory website with content updates, new page development and on page enhancements as required</li> <li>• Preparation of imagery for use onsite and offsite – utilising Photoshop or similar, for use by the digital and wider marketing department.</li> <li>• Oversee maintenance of third party listings and directories, identifying new opportunities, keeping details and links up to date, and provide performance reports</li> <li>• Support in relationship management with third party platform partners including Reputation.com and Doctify.com</li> <li>• Assist in managing progress of website development tasks via development agency ticketing system, Jira</li> <li>• Oversee site closure process – preparing timelines and managing onsite messaging, changes to offsite listings and online references</li> <li>• Support in production of creative assets using appropriate design software such as Photoshop, Illustrator or Canva to support digital content creation</li> <li>• Assist in preparing video content, using relevant software to prepare edits for Priory's digital platforms, including the website and social channels</li> <li>• Support with undertaking competitor analysis and reporting of insights as required</li> <li>• Assist in the ongoing management of paid marketing campaigns, including Google PPC</li> <li>• Assist in the implementation of relevant SEO enhancements, onsite and offsite</li> <li>• Support in the development and maintenance of marketing processes and procedures, in line with best practice</li> <li>• Assist the wider marketing team with ad-hoc tasks as required</li> </ul>			
<b>Knowledge / Education / Skills</b>			
<p>The successful applicant will be well versed in the theory and application of digital marketing best practices, with a desire to develop knowledge further. This is a busy role, so the ability to prioritise tasks and work on multiple projects simultaneously is paramount. Excellent attention to detail and copy checking skills are essential.</p>			

Additional skills include:

- Excellent written and oral communication skills
- Confidence in dealing with internal stakeholders
- Excellent time management skills
- Experience of using website CMS systems
- Graphic design skills, for example Photoshop or Canva
- Video producing and editing skills a key advantage
- Knowledge and experience of PPC and SEO techniques
- Practical knowledge of Google Analytics helpful
- Basic knowledge of HTML

### Experience

Previous experience in a similar digital marketing role is essential, with a minimum of 2 years' experience desired.

Experience in a role in the industry is advantageous but not essential. Other first-hand experience of mental health subject matter gained through education and/or practical work experience is considered beneficial, but not essential.

### Communication

A positive approach to interaction and collaborative working with colleagues and a high degree of written and verbal communication skills are necessary for this role.

Ability to liaise with key stakeholders across the business, alongside relevant external stakeholders.

### Working Environment

Hybrid working with at least two days in the office and occasional travel to sites.

### Safeguarding

All Priory colleagues have a responsibility to safeguard the individuals we care for, these may be adults and children or individuals connected to the people Priory supports. Colleagues must ensure they are aware of the local child and adult safeguarding policies and procedures in their service, in addition who to contact within the Local Authority Safeguarding Team for further advice.

All colleagues are required to attend safeguarding training appropriate to their role and to undertake additional training in associated areas.

### Upholding Company Behaviours

This provides some guidance on the types of conduct to support the Company Behaviours

#### Behaviour

**Putting people first** - we put the needs of our service users above all else

#### Evidence

- Strives to ensure every colleague is able to make a positive and lasting difference to our patients, clients and residents and their families
- Actively seeks to develop the potential of every service user and staff member

<p><b>Being supportive</b> - we support our colleagues, our service users and their families when they need us most</p>	<ul style="list-style-type: none"> <li>• Celebrates success and supports colleagues through difficult times</li> <li>• Demonstrates loyalty to colleagues, manager and team</li> </ul>
<p><b>Acting with integrity</b> - we are honest, transparent and decent. We treat each other with respect</p>	<ul style="list-style-type: none"> <li>• Is honest and respectful in all interactions with colleagues and customers</li> <li>• Demonstrates emotional control</li> <li>• Ensures accurate recording of any transactions and interactions on all company documentation</li> <li>• Challenges poor performance and behaviours</li> </ul>
<p><b>Striving for excellence</b> - for over 140 years, we have been trusted by our service users with their care. We take this trust seriously and constantly strive to improve the services we provide</p>	<ul style="list-style-type: none"> <li>• Always puts service quality first</li> <li>• Shares and encourages innovation</li> <li>• Keeps on top of new developments in the sector</li> </ul>
<p><b>Being supportive</b> - we support our colleagues, our service users and their families when they need us most</p>	<ul style="list-style-type: none"> <li>• Promotes the company in a positive way at all times</li> <li>• Strives for positive outcomes, especially when times are challenging</li> </ul>