

**The  
Workforce  
Development  
Trust**

# **Digital Marketing Executive for Health**

## Job description

<b>Job Title</b>	Digital Marketing Executive for Health
<b>Department</b>	Marketing
<b>Reports to</b>	Marketing Manager for Health
<b>Location</b>	Bristol office
<b>Pay Scale</b>	£28,000 - £30,000
<b>Contract</b>	Permanent
<b>Hours</b>	37.5 hours per week

## Job summary

The Digital Marketing Executive supports the Marketing Manager for Health in planning, executing, and optimising our online marketing efforts and provides critical support and digital expertise for the Skills for Health, and The Workforce Development Trust brands. As the digital landscape continues to evolve, this role requires a passion for marketing and a strong understanding of digital channels.

As part of the central marketing function, you will support business teams across the organisation in the promotion of our brands, products and services, helping to drive awareness and engagement within our target markets. You will be a team player, who is comfortable working both with colleagues or independently to achieve your goals.

With demonstrable experience of digital channels, you will have experience of managing both paid and organic advertising, be familiar with a variety of digital platforms (such as WordPress, MailChimp etc), and be comfortable reporting and recommending KPI's. Experience of content strategy and SEO is essential.

## Key responsibilities

The Digital Marketing Executive for Health is responsible for the overall digital presence and performance of the Skills for Health brand. Working with the Marketing

Manager for health and the business teams, this person who holds this role is required to:

- Be an expert system and solution user, with high technical competency of digital marketing tools for example Moz, Google Analytics, Search Console etc.
- Have experience using Content Management Systems and online advertising tools such as Google Ads, MailChimp, WordPress etc.
- Be experienced in managing social media accounts, including implementing paid advertising campaigns.
- Be confident in reporting on and demonstrating the impact of digital marketing channels for conversion and revenue generation.
- Have a flexible approach to finding new technology solutions to support the needs of the business e.g. critical analysis of system functionality.
- Advise the Marketing Manager for Health on SEO and paid advertising strategies, including content creation, implementation and reporting.
- Have a working knowledge of SEO best practice, keyword research and implementation.

## **Responsibilities:**

- Manage digital marketing systems, including maintaining accounts, liaising with external agencies, and advising on systems.
- Management of digital advertising channels including paid search, PMAx, and paid social.
- Optimize eCommerce sites and marketing websites for maximum performance, including SEO, SEM, and user experience improvements.
- First point of contact for website content development, CMS and plug-in updates and new website functionality, working with agency as and when required.
- Supporting the Marketing team with creation of digital marketing content to drive engagement and results.
- Support the promotion of events and our awards through digital marketing channels and repurposing content for maximum engagement.
- Creation of campaign landing pages to produce marketing, PR and brand campaign activity, with well-considered user journeys, including reporting against key metrics.
- Performance monitoring, ROI, and analytics for optimal performance and reporting of results.

## **What we're looking for:**

- Professional experience of Digital Marketing, preferably including website administration and use of paid marketing channels.
- Adaptable with a willingness to learn new solutions that will enhance digital marketing outputs.
- Strong organisational and communication skills with an exceptional attention to detail.
- Experienced in managing digital marketing agencies and reporting on meaningful KPIs against objectives.
- Experience of developing a social media approach, managing multiple channels at once, and reporting against engagement.

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education and Qualifications</b>		
Evidence of further education (A Level or equivalent, ideally in business, marketing, technical or similar)	<b>x</b>	
Evidence of Digital Marketing or Website Administration professional training.	<b>x</b>	
<b>Knowledge, skills and experience</b>		
Mailchimp or similar email or marketing tool – knowledge of marketing automation, segmentation, and system integration	<b>x</b>	
Data management and system integration tools including integration with CRM	<b>x</b>	
Social media advertising and management (paid and organic)	<b>x</b>	
Google Analytics, Goal creation, behaviour and referral mapping	<b>x</b>	
CMS management, including back-up, plug-in updates and content updates. (Ideally WordPress)	<b>x</b>	
Digital marketing tools, including keyword research tools e.g. Moz, Search Console, Google Analytics or similar	<b>x</b>	
Confident in using digital channels, including social media, and analytics	<b>x</b>	
Comfortable and confident managing the online delivery of marketing outputs	<b>x</b>	
Ability to work across teams effectively to achieve objectives	<b>x</b>	
Creative and open thinking, driven to innovate and find new ways of working to maximise opportunities and improve efficiencies	<b>x</b>	
Comfortable in face-to-face communications and presenting	<b>x</b>	
Able to make decisions efficiently and adopt a problem-solving approach	<b>x</b>	

Design and asset creation for digital use, e.g. knowledge of Adobe suite / Canva.	x	
Some experience developing, executing and analysing user experience responses and insights from online systems.		x
<b>Other</b>		
Self-motivated, proactive, and enthusiastic with a 'can-do' attitude	x	
Acts as an ambassador for the brand and the Marketing team.	x	
Collaborative and a team player.	x	
Good commercial awareness.		x
Willingness to travel, including overnight stays.		x
Ability to work outside normal working hours when necessary.		x
Desire to develop personally and in career.		x

## Job Description Completion

<b>Name</b>	Bryony Nixon
<b>Job title</b>	Head of Marketing
<b>Department</b>	Marketing
<b>Date</b>	December 2024

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

## Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

## Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behavior is not discriminatory.
- Does not cause offence.
- To challenge the inappropriate behaviours of others.
- Adhere to the Equal Opportunities policy.

## Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work.
- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work.

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety, and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

## Confidentiality

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct. Employees are expected to act with integrity both inside and outside the workplace.

## Data Protection

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your

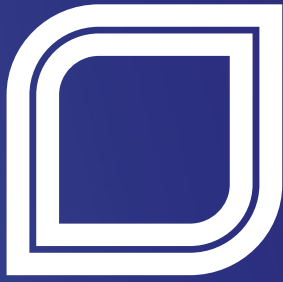
personal data and information about any criminal convictions, ethnic origin, and health, amongst other things, is referred to as 'sensitive personal data'.

The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

## Other Employment

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade, or profession, either directly or indirectly in any capacity whatsoever.



# The Workforce Development Trust

Vertigo,  
Cheese Lane,  
Bristol, BS2 0JJ  
Tel: 020 3074 1222

Skills for  
**Health**

Skills for  
**Justice**

  
**SFJ**  
Awards

People **1st**  
International