

Job Description: Digital Marketing Officer

Employer: United Christian Broadcasters Limited

Reporting to: Marketing Coordinator

Location: Based at the UCB Broadcast Centre in Hanchurch, Stoke-on-Trent ST4 8RY with a mixture of office and home-based working. You may be required to travel to other parts of the country as part of your normal duties as directed by management from time to time.

Hours: Full time, Monday to Friday with some flexibility required.

Main Purpose of Job

Working closely with the Marketing Coordinator and the Social Media team, deliver UCB's digital marketing plan (on time and within budget), develop, run and grow UCB's website, and maximize ROI on all digital campaigns to help promote all of UCB's resources and platforms, including national Christian Radio, devotionals, Prayerline, and more.

Works closely with Marketing Coordinator, Marketing Content Editor, Head of PR + Marketing, and Social Media Support.

Duties and Key Responsibilities:

- **Building email campaigns (using templates within Adestra system) including:**
 - Creating or sourcing new graphics and photography.
 - Pre-send testing.
 - A-B testing.
 - Ensuring broadcasts are on schedule.
 - Monitoring and reporting results.
 - Logging new enquiries from email campaigns and ensuring they're followed up properly.
 - Designing efficient follow up/follow on process.
 - Database updates that aren't automated.

Website

- Upload new content and format it to optimise results.
- Ensure that website doesn't contain any out of date or incorrect information.
- Support the Data Analysts in monitoring web stats.
- Liaise with in-house writers and identify search terms for new material (before it's written).
- Ensure all images are tagged according to SEO.
- Help drive up UCB's Google EAT status.
- Trial Google Ads with a small budget.
- Assist internal teams in applying for a Google advertising grant.

- Maintain and follow a website development plan to maintain a modern UX.
- Carry out monthly UX reviews.
- Content research and planning – ensure website is updated with new material regularly (daily/weekly as required).

Content production

- Regular blog/news posting.
- Identify and fix broken links.
- Build backlinks.
- Constantly apply the UCB Image Guide and any other relevant SEO learning resources that came from Champions (our web developer).

Social media

- Work with Marketing Content Editor and Social Media Support to provide images for social media campaigns where required.

Google

- Start/manage Google Optimize (thoroughly).
- Complete Google's Digital Garage plus other relevant online training courses.
- Start, build and manage online reviews/star ratings.

Person specification

Essential

- A person with an established knowledge of (and love of) digital marketing, who is ready to take their next step.
- Candidate must have demonstrable experience e.g minimum of 2 years of a digital marketing apprenticeship in an e-business setting or equivalent experience.
- Mastered formatting of online marketing material to help optimise their ROI.
- Analytical.
- Excellent digital graphic design.
- Doesn't have to be a copywriter but needs to be able to spot glaring spelling and grammar mistakes.
- The ability to handle multiple projects and competing priorities in a fast-changing environment.
- Remain approachable and available during working hours through communication devices provided by UCB.
- Prioritise and manage workloads.

- Ability to understand UCB's wider plans and goals and help coordinate and facilitate their effective delivery.
- Honour all non-disclosure/confidentiality agreements and obligations.
- Develop own role to help optimise UCB and meet long-term objectives.
- The commitment to participate in daily prayer time in order to promote team unity.
- To be an Ambassador of Christ and UCB, delivering a distinctly Christian service to colleagues and supporters.
- Be prepared to witness to the life-changing message of Jesus and lead people to Christ as appropriate.
- To develop ways of introducing UCB's story in a manner that is relevant and engaging.
- To gather testimonies from UCB's readers, listeners and viewers, reporting on the positive impact and public benefit the Charity provides and forwarding them onto the appropriate testimony champions.
- To support all of UCB's fundraising activities and events; whether in prayer and/or directly in participation, ensuring sufficient resources are available in order to maximise success.
- To demonstrate the core values of the organisation's vision and mission.
- Collaborative team player.
- Willingness to be flexible.
- Must have a positive 'can do' attitude.

Dated: June 25, 2021

This does not form part of your contract of employment