



**Job Title:** Digital Marketing Officer

**Salary Range:** £23,000 to £28,000 (all other areas)  
£25,300 to £30,300 (London)

**Reports to:** Digital and Commercial Marketing Manager

**Location:** Bromley or Taunton

### **Who are we?**

Shaw Trust is a charity helping to transform the lives of young people and adults across the UK and internationally.

Our specialist services help people gain an education, enter work, develop their career, improve their wellbeing or rebuild their lives. As a charity we add value to every service we deliver by investing back into the people and communities we support.

Shaw Trust is one of the largest 25 charities in the UK. Comprising Shaw Trust, Prospects, Ixion and Shaw Education Trust, we use our 75 years' combined experience to support people to develop their potential. By joining together we are working to reach one goal: to help transform the lives of one million young people and adults each year by 2022.

Working with us gives you far more benefits than a standard package; it gives you the chance to help turn someone's life around.

### **What we need?**

We are looking for a keen, passionate and energetic individual to deliver digital marketing activities across the Shaw Trust group. This includes working with the Digital and Commercial Marketing Manager to manage the suite of websites across Shaw Trust, supporting on commercial marketing activities, and supporting colleagues to use digital marketing tools like Communigator. A key focus of the work will be to support the charity to promote its products and services via digital channels to commissioners, customers and other external stakeholders.

The individual will become a well-informed expert on digital marketing, and will need to have strong interpersonal skills to build strong working relationships with colleagues across the business.

## Person Specification

**Job Title:**                    **Digital Marketing Officer**

(E = Essential D = Desirable)

<b>Core Competencies</b> <ul style="list-style-type: none"><li>• Embraces change and drives continuous improvement (E)</li><li>• People centred in a commercial framework, takes accountability for results (E)</li><li>• Demonstrates a passion to further the charitable aims of the organisation and acts with integrity (E)</li><li>• Collaborates and unites with others behind the organisations mission (E)</li><li>• Provides a best in class service to all clients internal and external (E)</li></ul>
<b>Technical competency (qualifications and training)</b> <ul style="list-style-type: none"><li>• Degree or equivalent marketing qualification (D)</li><li>• Evidence of ongoing professional development (D)</li></ul>
<b>Experience</b> <ul style="list-style-type: none"><li>• Proven ability to deliver marketing plans and manage projects to tight deadlines (D)</li><li>• Good understanding of range of digital marketing tools and techniques gained through experience in a marketing department (E)</li><li>• Experience of using a variety of CMS systems to update websites (E)</li><li>• Experience of managing a suite of websites (E)</li><li>• Experience of SEO (D)</li><li>• Experience of delivering training to colleagues (D)</li></ul>
<b>Skills and Attributes</b> <ul style="list-style-type: none"><li>• Clear and concise communicator, verbally and written (E)</li><li>• Able to work to budget (E)</li><li>• Able to multi-task and take on varied projects (E)</li><li>• Creative thinker and a quick learner (E)</li><li>• Good IT skills (E)</li><li>• Evidence of continuous professional development, including membership of a professional body (D)</li></ul>
<b>Personal qualities, communicating and relating to others</b> <ul style="list-style-type: none"><li>• Proven team working across a range of departments (E)</li><li>• Excellent time management skills (E)</li><li>• Flexible and adaptable – able to ‘change tack’ when necessary (E)</li><li>• Able to embrace and see opportunities in any change process (E)</li><li>• Good interpersonal, communication and presentation skills demonstrating the ability to convey complex messages clearly (D)</li><li>• Excellent organisational skills and an ability to work across multiple projects simultaneously. (E )</li></ul>

<ul style="list-style-type: none"> <li>• Positive attitude to equality and diversity, including disabled people. (E)</li> <li>• Demonstrable commitment to the purpose and values of Shaw Trust (E)</li> </ul>
<b>Safeguarding</b> <ul style="list-style-type: none"> <li>• Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults.(E)</li> <li>• This post requires a DBS check at Basic level (E)</li> </ul>
<b>Other</b> <ul style="list-style-type: none"> <li>• Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. (E)</li> <li>• Willingness to travel frequently when required (E)</li> </ul>

### **Main Duties and Responsibilities**

1. Developing and maintaining the corporate Shaw Trust website and other key websites, to ensure they remain current and fit for purpose for the Shaw Trust group. This includes improving their SEO to ensure they remain a valuable resource for the business.
2. Work with colleagues from across the Policy, Marketing and Communications team to ensure that the content of the website remains current and engaging.
3. Work with the Digital and Commercial Marketing Manager to support the development of any new websites across the group. This includes working with colleagues in both the Policy, Marketing and Communications team and the ICT team to develop a new intranet for the Shaw Trust group.
4. To promote the work of Shaw Trust and market Shaw Trust's services to commissioners and customers, working across the Policy, Marketing and Communications team.
5. Work with the Digital and Commercial Marketing Manager to identify innovative new digital tools and strategies to support business areas with their sales and marketing aims.
6. To deliver marketing plans and tools working with the Marketing Manager, Graphic Designer, Digital and Commercial Marketing and CRM Manager, Commercial Directorate team and operational management teams.
7. To lead on training colleagues to use digital tools like Communigator. This also may include working with the CRM Officer to support with any training on the CRM system.

8. To develop a thorough understanding of the objectives of the organisation and form excellent working relationships across Shaw Trust .
9. To support other Shaw Trust activities or projects in need of digital marketing support, including supporting any rebranding activity.
10. Demonstrate full alignment with mission of Shaw Trust, and operate in a politically unbiased manner at all times.
11. Any other duties as requested or required by the line manager.

### **Other**

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report

any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.

8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.