

Job Description

JOB TITLE:	Digital Marketing and Communications Coordinator
REPORTS TO:	Head of Membership and Engagement
JOB PURPOSE:	Coordinate and develop communications and marketing activity for the Vitae programme and CRAC, enhancing our online presence, engaging our audiences, and promoting CRAC Vitae activities, events, and projects. The role holder will play a crucial role in strengthening the CRAC Vitae brand by clearly and creatively communicating our value and impact.
GRADE/SALARY:	Grade 2
Date of Issue:	January 2024

1. MAIN RESPONSIBILITIES

- Develop and execute digital marketing plans and campaigns to increase brand awareness and drive engagement.
- Create compelling and shareable content for our membership and wider audience to promote our activities and showcase the impact of our work, collaborating with team members where necessary. Content may include social media posts, blog articles, newsletters, and press releases.
- Liaise with external designers to create visually engaging content where needed.
- Manage and grow our social media presence on platforms such as X/Twitter, LinkedIn, and other channels.
- Monitor social media trends, engage with followers, and respond to comments and enquiries.
- Manage and segment email lists for targeted communication and measure the effectiveness of campaigns.
- Work with national and specialist media, and with communications counterparts in stakeholder organisations to increase visibility of CRAC Vitae's remit and brand.
- Develop and maintain brand and style guidelines and ensure compliance by staff and others.
- Maintain, monitor, review, and add content to the CRAC and Vitae websites.
- Support Vitae's ongoing digital transformation project.
- Attend offsite events and meetings where necessary, including the annual Vitae conference.
- Monitor and analyse the success of digital marketing efforts, and prepare regular reports on digital marketing and communications performance, providing insights and recommendations for improvement.
- Support the development of the annual communications strategy.
- Provide other administrative support as needed.
- All team members take a continuous improvement approach to their work, contributing to the development of processes and ways of working, as well as organisational culture and strategy, providing insights and connections from their perspective.

2. KEY RELATIONSHIPS

- Line manager
- Vitae Membership and Engagement team
- Policy and Advocacy team
- Learning and Development team
- Research and Evaluation team
- CRAC Senior Management Team
- External working groups, funders, associates, partners, clients and Vitae members

3. PERSON SPECIFICATION AND EXPERIENCE

Knowledge and Experience

Essential:

- A good understanding of, and interest in, digital marketing and communications.
- Strong technical skills, proficiency in using social media platforms, email marketing tools, and content management systems.
- Demonstrable experience in planning and delivering projects to a deadline.
- Experience of working with and understanding data.
- Experience of creating and editing content and copy for a specific audience and purpose.
- An understanding of accessible design principles and the ability to apply these to content creation.

Desirable:

- A qualification at any level related to marketing, communications, or a related field.
- Experience of using design and video-editing software.
- Experience working within a non-profit, membership organisation, or charity.
- An understanding of the higher education and research landscapes.

Skills

Essential:

- Strong written communication skills with an ability to create engaging and persuasive content.
- Excellent organisational skills with the ability to work on multiple projects.
- Ability to build and manage relationships with team members and external stakeholders.
- Good data, numerical and analytical skills.
- Competency with Microsoft 365 applications like Excel, Word, Outlook, Teams

Desirable:

- Basic understanding of SEO principles.
- Competency with design software like Adobe Photoshop, InDesign or similar
- Familiar with digital marketing tools, customer relationship management (CRM) software and analytics platforms

Attributes

- Creative and innovative approach to content creation and campaign planning.
- Analytical approach and precision – an eye for detail.
- Ability to be flexible and to work effectively under pressure, using sound time management and prioritisation to meet deadlines.
- Ability to work as part of a team but also autonomously when required.
- Questioning attitude – interest in learning and understanding new information
- Demonstrable commitment to equality, diversity, and inclusion in approach to projects, colleagues, and external partners.