

ROLE PROFILE



Job title	Digital Content Marketing Manager
Reports to	Senior Marketing manager
Location	Bristol
Department	Business Development Team – Soil Association Certification
Purpose of the role	<p>This crucial role in the Certification Business Development team provides digital expertise and delivers a planned schedule of website and social activity.</p> <p>The primary focus will be on the maintenance, development and improvements to the site sections of the Soil Association website owned internally by SA Certification (/Certification), with the aim of delivering a high-quality user experience for all audiences. You will also be responsible for delivering organic and paid social and PPC activity for key campaigns and business activity and providing support and guidance on social media best practice.</p> <p>This role provides a host of digital expertise to the team and is the expert on all things digital; from digital marketing tactics, to web best practice, paid social, UX and SEO.</p> <p>You will support the Senior Trade Marketing Manager and Business Development Managers to ensure that our services and goal of being the certifier of choice are reflected through all our content and deploy this through a cohesive channel strategy across schemes.</p>
Key responsibilities	<ul style="list-style-type: none"> • Lead on the iteration of www.soilassociation.org/Certification to deliver a high-quality user experience for certification clients • Lead on the development and implementation of a clear and measurable social strategy to meet our marketing objectives and build engagement across our B2B audience and provide social media guidance on best practice to other team members. • Support the Senior Trade Marketing Manager and Business Development Managers to ensure the best content and user journeys for their schemes and be the digital lead for all Bus Dev projects, advising, acting as a consultant and supporting implementation for team digital requirements. • Report on key website activity using Google Analytics and Google Data Studio • New page builds and existing content optimisation on business-critical web pages • Work with the Digital Engagement Team to submit and manage change requests for development requirements • Provide general website best practice, accessibility and optimisation support for Certification colleagues • Manage (part-time) the Website and Search Officer to ensure certification reporting, technical website improvements and PPC needs are met at a central level.



	<ul style="list-style-type: none"> • Provide colleagues with feedback on copywriting and content design to ensure content is accurate and adheres to house style guides and web best practice • Support the BOOM awards project manager to deliver a fully integrated effective campaign leading on all aspects of social and digital to deliver against the objectives set by the project manager • Deliver paid social and PPC activity for our key campaigns and business activity
Qualifications	<p>Educated to degree level or equivalent CIM or relevant marketing qualification desirable (ideally digital / social)</p>
Knowledge & experience	<p>Essential</p> <ul style="list-style-type: none"> • Proficient using CMS's (preferably Umbraco) • Good, and up to date understanding of website best practice and what makes a high-quality user experience, including some knowledge/ experience of UX, SEO and CRO • Knowledge of tools such as Google Analytics, Google Search Console, Google Tag Manager, DataStudio and Hotjar • Experience managing and reporting on PPC campaigns in Google Ads • Good knowledge of using social media for organic and paid activity and managing and reporting on paid social campaigns (on Facebook predominantly but ideally Instagram, Twitter and LinkedIn also) • Excellent digital project management skills • Confidence and ability to spot opportunities for improvements to the website and processes, and to pitch ideas for new solutions to existing issues • Understanding of GDPR and data handling regulations • Digital expertise, and confidence and ability to support team members to use digital platforms in the most effective ways • Experience working closely with and supporting many users in an agency or stakeholder management capacity <p>Desirable</p> <ul style="list-style-type: none"> • Strong desire to improve knowledge and skills across evolving channels and best practice • Understanding of food and farming issues in relation to the organic food market and food culture. • Awareness and understanding of advertising practice regulation (ASA / CAP) with relation to food marketing.
Personal qualities and Skills	<p>Highly collaborative and able to engage a wide variety of stakeholders with ability to influence</p> <ul style="list-style-type: none"> • Creative and entrepreneurial approach to work • Highly creative • Ability to work on own initiative and under pressure, meeting tight deadlines • Ability to work within tight financial constraints looking for creative solutions to deliver results.



- Able to prioritize effectively and to manage self and team's workload in a busy environment.
- Able to adapt and react to changing circumstances and opportunities
- Ability to work well as part of a team and cross functionally
- Excellent leadership and motivational skills.
- Empathy with the values, aims and objectives of the Soil Association
- Excellent communication skills (written / verbal / visual)
- Excellent influencing, negotiating and organisational skills.
- Ability to work on multiple projects and with proven project management experience

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