



Digital Communications & Marketing Manager

Salary: circa 26k per annum, dependant on skills and experience.

Contract Type:

Hours: 35 pw

Job Role

This is an exciting role within the organisation ideal for a naturally enthusiastic and creative individual who is seeking to develop their skills and experience and make their mark within a fast paced, progressive and multi award-winning organisation. This diverse role covers a range of high-profile projects and the position requires a person who can work proactively, both independently and as part of a small team. The culture is one of 'can-do', industry and passion and naturally the successful applicant will require to be a strong fit.

Working alongside the PR & Communications Manager , you will report directly to the Chief Executive and will fulfil a wide and varied strategic and digital marketing role for the organisation that will include the developing, managing and delivering communications, marketing and engagement with BID members and other key partners to promote Aberdeen City Centre.

Responsible for the brand, design, marketing and digital activity within the organisation, to include development of an overall marketing strategy and plan, brand management across all communications material, content management of the company website, producing e-communications and developing and maintaining company presence on social-networking sites and other similar media and creation of digital content such as graphics and video.

Duties and Responsibilities

Working alongside the Communications & PR Manager, develop a comprehensive and overarching digital marketing strategy and plan across all platforms and communications material.

Content management of company and website (CMS - Craft) ensuring integration of sites, SEO is maximised and incorporation of web reporting software such as Google analytics, whilst continuously looking for ways to develop and improve our on-line presence.

Preparation and delivery of a digital content plan across all social networking channels that delivers growth in both engagement and reach.

Produce monthly e-communications using Mailchimp (or any other email marketing software).

Identify opportunities to adopt and work with new and effective digital technologies.

Design and creation digital content utilising Adobe suite software including InDesign and Photoshop etc.

Confident in working alongside and briefing appointed agencies and suppliers and freelancers to design and create content for the individual projects, including print, design, photography and videography.

Prepare individual project marketing plans and ensure their delivery in collaboration with the Communications & PR Manager for projects such as the Aberdeen International Comedy Festival, Inspired Nights on The Green, Christmas Village and Nuart Aberdeen.

Work closely with the team and key partners to align digital strategy with the narrative for the city centre (including City Centre Masterplan) and wider region.

Assist with the delivery of events, including supporting the Communications & PR Manager on delivery of the media and PR activities.

Proactively seek-out marketing opportunities and develop new initiatives, campaigns and marketing opportunities, keep a close eye on trends and new tools that could enhance the BID's profile.

Liaison with the Business Improvement District (BID) members on digital marketing initiatives, campaign involvement and social media content.

Record marketing and online activity and communications to enable campaigns to be monitored and evaluated.

Assist with management of day to day PR activity, regularly liaising with local and national media and supporting with content creation for media releases.

Supporting the Aberdeen Inspired team with other events and activities as directed.

Person Specification

Essential

Minimum four years' experience in a marketing and communications role with excellent understanding of building and executing integrated digital marketing campaigns.

Confident communicator, with strong written and verbal skills, including ability to write creative, clear, succinct and engaging copy and use the appropriate tone of voice for specific audiences.

Strategic, creative thinker with experience in forming and delivering strategic marketing plans and managing multiple projects and campaigns at any one time.

Brand management expertise and experience and expert negotiator and buyer of marketing communications services.

Confident in working alongside and briefing appointed agencies and suppliers to design and create marketing communications campaigns for the individual projects, including print, design, photography and videography.

A strong understanding of the digital marketing landscape and likely direction of travel.

Excellent understanding of social media landscape, with experience in the development and implementation of social media platforms, marketing and trends.

Creative thinker with a good eye for detail and design.

Experience in utilising CMS systems (Craft, WordPress etc.) web design, development and integration, working alongside an external agency.

Excellent IT skills and good working knowledge of MS Office, including SharePoint and Dropbox.

Qualifications

A degree in Marketing, Communications or a related field and/or clear evidence of experience and delivery in these fields.

Knowledge, skills and abilities

- Excellent verbal and written communication skills with a proven ability in digital communications and creative copy writing including the ability to write in a range of voices and styles for varied projects with diverse audience.
- Strong project management and organisational skills with the ability to work independently and on your own initiative.
- The ability to work well under tight timescales and flexible approach to work.
- Proactive approach to working.
- Attentive to detail.
- Excellent organisational skills and the ability to manage multiple marketing campaigns and projects simultaneously.
- A keen interest in Aberdeen and its development.
- A knowledge of Aberdeen Inspired, its vision and how its positioned in the city centre.

Working Environment

Primarily Monday to Friday 9am-5pm, 35 hours a week, with evening and weekend work required during events and projects.

Applications by way of a CV and short covering letter stating why you are right for this opportunity, to Brian Morrice, Office Manager, Aberdeen Inspired, 32 Upperkirkgate, Aberdeen, AB10 1BA, e mail address:- info@aberdeeninspired.com.

Deadline for submitting an application is 5pm on Monday 13 January 2020.