

**Job title**

Digital Media Executive

**Company name and postcode**

We Are Wakefield

WF1

**Job summary**

(Outline of the job description including key responsibilities and detail of the skills the young person will develop and details of homeworking. Please provide as much detail as possible Please do not use bullet points)

This job is home-based so a self-motivated individual with an eagerness to complete tasks to the best of their ability would be best suited. The role would be supporting the Business Support Manager with the main task being keeping our online presence consistent and representative of the We Are Wakefield Brand.

We are looking for an experienced Digital Marketing Executive to assist in the planning, execution and optimization of our online marketing efforts. The promotion of our projects and services through digital channels is a complex procedure with great potential which becomes increasingly useful for companies such as ours.

The ideal candidate will have a passion for all things marketing and technology. You will be well-versed in the concepts surrounding digital marketing and how the Internet can become a strong asset to securing growing our member base. You will be tech-savvy and intuitive with great ideas to reinforce our marketing campaign. The role will involve:

Planning and monitoring the ongoing company presence on social media (Twitter, Facebook, LinkedIn, Instagram etc.), Launching online adverts through Google Adwords, Facebook etc. to increase We Are Wakefield brand awareness The ideal candidate would be actively involved in SEO efforts (keyword, image optimization etc.) Preparing online newsletters and promotional emails and organising their distribution through various channels and providing creative ideas for content marketing. Keeping the company website updated with news stories, information about our members etc.

It is also important that the candidate maintains partnership with We Are Wakefield's media agency to keep online content and branding consistent.

**Essential skills, experience and qualifications** (please do not use bullet points)

Experience of using current social media platforms (Facebook, Twitter, LinkedIn, Instagram)

Excellent understanding of digital marketing concepts and best practices

Experience with B2C social media, Google Adwords and email campaigns

Skills and experience in creative content writing

Analytical mindset and critical thinking

Excellent communication and interpersonal skills

Driving licence preferred

**Job category (DWP use only)****Number of hours per week**

25

**Working pattern and contracted hours** (including any shift patterns)

Flexible over Monday - Friday, negotiable.

**Hourly rate of pay**

National Minimum Wage

**Details of employability support** (training opportunities/mentor)

Ongoing support and guidance, possibility of job continuation upon satisfactory first six months.