



DIGITAL MARKETING MANAGER

The key objectives of this newly created position are to develop and support the digital marketing aspect of the school's marketing activities. The post holder will be instrumental in launching new online initiatives and will report directly to the Director of Finance and Operations (DFO). The post is a permanent, full-time role which involves working both during, and outside of, school term times.

JOB DESCRIPTION

- Devising strategies to drive online traffic to the school website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns
- Utilising a range of techniques including paid search, SEO and PPC.
- Maintaining and monitoring keyword bids and monthly budget caps.
- Overseeing the social media strategy for the school.
- Managing online brand and product campaigns to raise brand awareness.
- Managing & redesigning the school website.
- Improving the usability, design, content and conversion of the school website.
- Responsibility for planning and budgetary control of all digital marketing.
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the school at the forefront of developments in digital marketing.
- Event management and organisation
- Using PPC, SEO, email campaigns, blogs, forums, and other social media experience to generate leads.
- Understanding analytics and measuring ROI.
- Managing the companies email campaigns and communicating company brands through email marketing.
- Analysis of current email marketing campaigns and making recommendations for improvement.
- Managing trigger email campaigns throughout the customer lifecycle to maximise sales.
- Carrying out segmentation of the database and implementing remarketing strategies.
- A/B Testing on various email campaigns to establish the most effective.
- Strong knowledge in Marketing Automation.
- Analysis of keyword search volumes to identify strong keywords for campaigns.
- Keyword research to establish strong buying keywords.
- Monitoring competitors pay per click campaigns and reporting on keywords being targeted.
- Analysing return on investment of all PPC campaigns and reporting to Leadership Team and Governors

- Maximising return on investment for allocated pay per click budget.
- Developing campaigns, copywriting, testing landing pages and writing development plans.
- Collaborating with designers to produce creative for campaigns.

PERSON SPECIFICATION

The ideal candidate will be able to demonstrate the following skills and knowledge:

- A degree in Marketing.
- A member of the Chartered Institute of Marketing or equivalent.
- A commitment to CPD.
- Experience managing PPC, SEO, Marketing Automation and Affiliate programmes.
- A strong understanding of current online marketing concepts, strategy and best practice.
- Previous experience in a similar digital marketing role.

SALARY AND BENEFITS

The post is full-time. A competitive salary is offered, dependent upon experience and qualifications. The school offers an employer pension scheme at 13.5%. Free lunches are available during term time and free car parking is available on the school site.

APPLICATION PROCESS

Applicants are asked to contact Mr Prav Karian, Director of Finance & Operations, for an informal conversation about the role. Mr Karian can be contacted via the school reception (01235 524658), or via dfo@olab.org.uk. Applications will be considered as they are received and therefore early applications are encouraged. The successful applicant will be required to undergo an Enhanced DBS check for this post.



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