



Job Title: Digital Marketing Executive

Job Level:

Responsible To: Marketing Manager – Sport & Leisure

Direct Reports: None

Place of Work: Hybrid working; Home/Office at Ponds Forge but expected to travel to other venues as a when required.

Purpose of the Job

To drive quality digital traffic to Sheffield City Trust, helping the people of Sheffield to find the right health and wellbeing services for them. This role encompasses a wide remit of our digital footprint including PPC, SEO, Social Media and Email.

Job Summary:

- Manage and deliver all PPC activity for Sport and Leisure.
 - Increase digital traffic to Sheffield City Trust website.
 - Work closely with the Marketing and Website Managers to ensure conversion KPIs are achieved.
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Key Responsibilities:

- Use insight, creativity, and experience to develop unique, engaging and user-focussed content to increase search visibility and drive conversions.
 - Translate marketing campaign ideas into strong digital activities that deliver excellent ROI
 - Monitor feedback and data to identify areas for future improvement and have the ability to implement changes at pace to generate returns
 - Build and report against a set of KPIs that help us improve audience targeting, engagement and conversion.
 - Manage any campaign spend in line with targets and monthly budgets.
 - Learn new platforms and tools for successful campaign delivery.
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Expected Behaviours

- Demonstrate 'ICAN' attitude in the role – Our company culture is built on this ethos.
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Supporting, helping, offering excellent service to all customers, stakeholders, and colleagues.

- Be comfortable working in a collaborative environment (e.g., working closely with Marketing and Website Managers), generating ideas and initiatives to develop wider marketing campaigns.
- Be able to work with a busy working schedule, using your own initiative to prioritise projects whilst maintaining quality.
- Be naturally organised, creative, analytical and supportive.
- Be self-motivated, trustworthy, and pro-active working well as part of a team and independently.
- Communicate to a high standard with internal and external stakeholders at all levels.