

### Job Description

**Job Title** : Digital Marketing  
**Position Reports** : Chief Marketing and Admissions Officer

**Job Location** : Patiala

#### Main Purpose

The Incumbent will assist the Marketing Manager in the development of a compelling and highly visible social media presence, Digital marketing effectively promoting the Institute & a range of programs for all including graduate, postgraduate & professional development programs, through campaigns & social media.

<b>Qualification</b>	Master's degree
<b>Experience</b>	2.5 years of relevant experience
<b>Competency</b>	<ul style="list-style-type: none"> <li>• Good Communication Skills, Optimistic and Hardworking with willingness to take accountability and build momentum.</li> <li>• Must possess a good understanding of the digital marketing landscape end-to-end</li> <li>• Manage work effectively and deliver to deadlines (internal / external)</li> <li>• Work with other staff effectively to help maximize team outputs</li> <li>• Ensure line manager updated regularly on progress against assigned tasks</li> <li>• Awareness / topline understand of other Marketing Communications disciplines</li> </ul>

#### Specific Accountability & Job Responsibility

- Manage Drip marketing during admissions season
- Digital marketing analytics and reporting. Liaising with Publishers
- Develop and maximize the use of new and existing digital communication channels including, as appropriate, social media and third party websites.
- Develop, update & maintaining content for the Institute's official social media platforms, e.g., Facebook, Twitter, Flickr, Tumblr, Instagram & YouTube, in line with marketing & recruitment objectives.
- Actively contribute to working with colleagues across Corporate Communication and the wider university to plan, generate and distribute engaging content via social media at key times of the year.
- Develop, action and lead communications projects for online engagement at key events during the year such as Frosh Week, Open Day, and Graduation.
- Proactively liaise with other members of the department and internal and external stakeholders to create, edit and arrange copy and source material and content for third party sites and social media.
- Support the Digital Marketing Manager as the Institute key experts on social media, advise Faculties and Departments on the creation and development of a professional, high quality social media presence, ensuring that all pages/groups conform to the Edge Hill University brand.
- Actively contribute in helping the organization to define innovative and effective interactive internet strategies for online communication platforms and social media, including e-marketing.
- Maintain and manage a list of all active websites that the Institute is featured on and ensure these are kept up to date with support from other areas of the Institute.
- Support creative online campaigns including Pay-Per-Click, display advertising, the creation of targeted HTML emails, banner and other online advertising.
- Maintain policies, procedures and working practices for Institute-wide social media activity, flagging and acting upon bad practice as required.

#### Compensation

- Compensation will not be a constraining factor and will be the best in the sector.
- Interested candidates can send their CVs with covering letter by email (amandeep.dhot@thapar.edu) by **5<sup>th</sup> June 2024**