

## Job Description – Digital Marketing Executive v1 October24

### Introduction to Learn Plus Us

Learn Plus Us is the trading name of Simply One Stop Limited; we are an Apprenticeship and Skills training provider, approved by the DfE/ESFA on the apprenticeship provider and assessment register (APAR). Our head office is in Barnet, however our training delivery covers all nine English regions. Founded in 2003, since 2009 we have been delivering Apprenticeships and Diplomas through the Advanced Learner Loans scheme and have held various other funding contracts. In March 2020 Learn Plus Us was acquired by the Angus Knight Group (AKG) and in February 2023 we merged the Apprenticeship division from Catch22 into Learn Plus Us.

Our **Purpose** is to empower the individuals, employers and communities we work with every day, to learn, achieve and excel.

Our **Values** are a compass that guides us in our daily interactions and decision-making process:

### We Are Principled

- We stay true to our business vision and values
- We do the right things, particularly when no-one else is looking
- We are trustworthy, maintain confidentiality and act with integrity

### We Keep Our Promises

- We do what we say we will do
- We own it! We accept accountability, take responsibility, and deliver on commitments – especially to our customers and stakeholders
- We create an environment of trust and transparency

### We Achieve Together

- We share ideas, knowledge and best practice
- We are empowered to collaborate to achieve goals, push boundaries and innovate
- We prioritise group and team goals and support each other to achieve individual goals

### We Respect And Value All People

- We are inclusive and develop positive relationships to drive change and growth
- We respect equality, diversity and inclusion
- We demonstrate empathy, listen to other and are constructive even when we disagree

At Learn Plus Us our aim is to have an impact on local communities as well as individuals. We will achieve this through our social value work with housing associations, local councils and charities, by providing wider opportunities to residents, service users and the community.

*This role has no direct reports and the delegated authority level is 'none'.*



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VAT No: 680814328 | Company Registration No: 4684239 | Room 221, Building 3, North London Business Park, Oakleigh Road South, London, N11 1GN

**Job Purpose:**

As a digital marketing executive at Learn Plus Us, you will be responsible for developing and executing digital marketing strategies to increase our online presence and drive traffic to our website. Your role is essential in helping us achieve our business objectives and reach our target audience effectively.

**Key Responsibilities:****Website Management:**

- **CMS Administration:** Oversee the management of our content management system (CMS), ensuring it remains efficient, accessible, and fully optimised to support digital marketing needs.
- **SEO Optimisation:** Drive ongoing on-page and technical SEO initiatives, including keyword optimisation, metadata enhancements, page load improvements, and schema markups to enhance search engine rankings and organic traffic.
- **Content Updates:** Ensure all website content aligns with current campaigns, products, and services, maintaining accuracy, relevance, and a consistent tone of voice.
- **User Journey Optimisation:** Regularly review website analytics to assess and refine the user journey, aiming to reduce bounce rates, increase conversion rates, and optimise pages with high exit rates.
- **Performance Tracking:** Develop clear KPIs for website content performance (e.g., engagement metrics, goal completions, and page value) and employ tools like Google Analytics, heatmaps, and user session recordings to measure against these KPIs, identifying areas for improvement.

**Content Strategy and Production:**

- **Audience-Specific Content Creation:** Write and produce data-driven, engaging content targeted to specific audience segments, ensuring it resonates across digital channels and aligns with brand standards.
- **Alignment with Brand Objectives:** Continuously review and update content to reflect our latest offerings, research, and impact, ensuring all written content supports strategic goals and brand objectives.
- **Content Performance Analysis:** Monitor content analytics (e.g., time on page, scroll depth, and engagement metrics) and use insights to guide content updates, adjust formats, and test new content types to maximise impact and reach.

**Social Media Management:**

- **Strategic Social Planning:** Develop a comprehensive social media calendar across Facebook, Twitter, YouTube, and additional platforms, ensuring consistent brand messaging and scheduling posts during optimal times based on past analytics.
- **Audience Growth & Engagement:** Use data insights to identify and target audience segments, foster engagement, and expand our social media audience base through follower growth campaigns, influencer collaborations, and interactive content.
- **Performance Tracking:** Monitor and analyse social media metrics (e.g., reach, engagement rate, conversions) to assess the effectiveness of content, adjusting strategies based on performance insights to maximise ROI.

**Advertising and PPC Management:**

- **Pay-Per-Click (PPC) Optimisation:** Oversee PPC advertising across Google Ads and social platforms, regularly reviewing and adjusting ad groups, targeting, and keywords to increase CTR, reduce CPC, and improve conversion rates.
- **Cross-Platform Online Advertising:** Coordinate online advertising across various third-party sites, ensuring up-to-date messaging and ad placements, aligning with seasonal trends and user behaviours.
- **Data-Driven Adjustments:** Analyse advertising performance, performing A/B tests on ad creatives and copy, assessing keyword performance, and adjusting bids to ensure campaign efficiency and budget maximisation.

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### Email Marketing Strategy:

- **Email Marketing Planning:** Design and implement a regular schedule of email marketing campaigns, segmenting the subscriber list for targeted messaging that aligns with user interests and behaviours.
- **Audience Growth:** Develop strategies to grow our subscriber base, such as lead generation campaigns, gated content offers, and strategic sign-up placements on the website.
- **Content Optimisation and Testing:** Create engaging, relevant email content that aligns with brand voice, utilising A/B testing, and data analytics (e.g., open rates, CTR, and conversions) to optimise subject lines, CTAs, and email structure for better performance.

### Print and Offline Media Coordination:

- **Print Production Oversight:** Coordinate the creation, editing, and production of printed materials, including magazines, leaflets, and merchandise, ensuring all content aligns with our brand and organisational objectives.
- **Cost and Quality Control:** Manage vendor relationships to ensure cost-effective and high-quality production, negotiating as needed, and ensuring all printed materials reflect our current branding and messaging.
- **Performance Analysis of Print Initiatives:** Collect data on print materials' reach and effectiveness where possible, integrating user feedback and response rates into continuous improvements.

### Brand Compliance and Governance:

- **Brand Standards Implementation:** Enforce brand guidelines across all digital and print materials, ensuring consistent design, tone, and messaging to maintain a unified brand identity.
- **Cross-Department Collaboration:** Work closely with other departments to ensure that all communications align with brand standards, addressing inconsistencies proactively and revising materials as needed.

### Reporting and Analytics:

- **Regular Performance Monitoring:** Collect, analyse, and interpret performance data from Google Analytics, social insights, email analytics, and other measurement tools to inform data-driven decision-making across all digital activities.
- **Campaign Reporting and ROI Analysis:** Compile monthly and campaign-specific reports to evaluate effectiveness, calculate ROI, and present findings to stakeholders, offering insights and actionable recommendations for future campaigns.
- **KPI Alignment and Refinement:** Regularly review and update KPIs to align with evolving business goals, setting benchmarks that allow for clear measurement of success and continuous improvement.

### Industry Trend Analysis and Continuous Learning:

- **Trend Monitoring:** Stay informed of the latest trends, tools, and best practices in digital marketing, including changes in algorithms, analytics methodologies, and audience behaviours.
- **Skill Development:** Actively seek opportunities for training and skill advancement, applying new learnings to refine strategies, explore emerging platforms, and improve measurement capabilities.
- **Cross-Functional Support:** Engage in cross-departmental initiatives, providing insights into digital marketing strategies and analytics, and offering support where digital expertise can drive broader business objectives.

## **Skills, Experience and Qualifications:**

This is a home-based role; however, you will be expected to travel to meet with clients and colleagues, attend events and company meetings. The role holder will be required to have a driving licence and be able to have access to a car with business use insurance, for business purposes.

### Essential:

- Qualified at level 3 or above, preferably in marketing, social media, journalism, advertising, communications, or a related field.
- Experience of analysis of performance data and being able to make recommendations to improve impact.
- A good track record relating to a Return on Investment.
- Have a strong grasp of written English, including grammar and spelling; essential for a social media and blog content.
- Project Management – experience managing multiple streams of tasks with competing deadlines is key to this role, as your organisation and prioritising skills will be essential.
- Communication - we need a confident communicator with great influencing skills to work effectively with internal and external stakeholders.
- Excellent attention to detail.
- Experience of working within a busy environment, both individually and as a team.
- Enthusiastic and motivated to expand knowledge and responsibility.
- Ability to think differently, outside the box and on your own initiative.

### Desirable:

- Degree educated, preferably in marketing, social media, journalism, advertising, communications, or a related field.
- Experience working with graphic design and media design tools – Canva, Photoshop, InDesign, Premiere Pro, Illustrator or similar