

Job Description and Person Specification

Digital Marketing Analyst

August 2023

Index

Purpose and Values	2
Purpose	2
Values	2
Job Description	3
Person Specification	6

Purpose and Values

Purpose

Our purpose is:
Breaking down barriers together.

Values

Our values are:
Dare to be different
Make it happen
Don't be mean

Job Description

Job Title:	Digital Marketing Analyst
Salary:	Grade 3, £44,580 to £55,080
Hours of Work:	37.5 hours a week Monday to Friday 08.00 to 18.00 [Non-contractual flexible working scheme applies]
Working from home:	This postholder is required to be based on-site. Flexible/Hybrid working is available at the discretion of the manager. The majority of the working week is expected to be on-site.
Holidays (Paid):	25 days (some of which to be taken during Christmas/New Year shut down), plus public holidays
Pension:	Contributory pension scheme Full details are available from the Finance Department
Main purpose of the role:	To represent Bloomsbury Institute as Digital Marketing Analyst Worldwide markets. Test, measure, analyse, and optimize the performance of digital advertising globally to boost customer engagement and conversions, lower the cost of customer acquisition, and increase customer lifetime value.
Reporting to:	Head of Marketing, Communications, and UK Student Recruitment
Location:	305 Great Portland Street, London, W1W 5DD

Main Tasks

The main tasks of the job are:

- Test, measure, analyse, and optimize the performance of search, social, programmatic, and content to boost customer engagement and conversions, lower the cost of customer acquisition, and increase customer lifetime value.
- Set up dashboards and develop models for data presentation, suggesting recommendations for marketing performance improvement.
- Apply tools such as CRM, Google Analytics, and social media management platforms to analyse, and interpret to improve customer engagement, applications, and enrolment.
- Alongside colleagues, develop, execute, and report on Bloomsbury Institute's digital marketing strategic initiatives and plans.
- Evaluate new systems and tools to simplify and automate workflows.
- Ensure worldwide digital marketing programs and initiatives are reportable and effective.
- Develop lead generation activities, including creating assets and content where appropriate, optimizing, distributing, and evaluating.
- Develop and implement appropriate conversion funnels, CRM, and insights to improve lead generation success.
- Grow effective marketing mailing lists, blogs, websites, intranet, and content management.
- Conduct competitor analysis and study market trends to develop digital marketing strategies to achieve specific business objectives.
- Support websites and microsites by developing/using CRM, and CMS with knowledge of HTML to brief developers effectively.
- Develop, launch, and maintain WordPress blogs, microsites, campaign measurement and analytics.
- Ensure documentation and maintenance of daily work activities.
- Provide training and deliver presentations when required and directed.
- Attend Staff Meetings, Staff Development sessions, and all other meetings at which attendance is required.
- Ensure all communications with students and colleagues are in line with the Institute's Tone of Voice Guidelines.
- Carry out duties and responsibilities at all times with due regard to relevant regulations, policies, and procedures, including those relating to health and safety.
- Adhere to the provisions of data protection legislation, and refrain from sharing any personal or other information relating to students with any third party without the Line Manager's express permission.
- Use all IT systems appropriately and effectively, including SharePoint and Microsoft Teams.
- Ensure all tasks are undertaken within the spirit of the Institute's vision, mission, and values.
- Promote, apply, and ensure compliance with the Equality Act 2010 and the Institute's Equality, Diversity, and Inclusion Policy, and make a full and positive contribution to the

implementation, evolution, and enhancement of the Institute's Inclusive Learning Environment.

- Supporting Student Recruitment Events where possible.
- In addition to the above tasks, to undertake any other tasks as directed by the Line Manager (or nominee).

The above is not an exhaustive list of tasks as the role may change to meet the Institute's overall objectives. These tasks are subject to amendment over time as priorities and requirements evolve and as such the job description may be amended at any time by the line manager following discussion with the post holder.

Person Specification

Essential criteria [i.e. the criteria that an applicant must satisfy]

Qualifications

- Undergraduate degree or equivalent
- Digital Marketing Qualification Level 5 or above

Experience and attributes

- Experience working in a digital marketing or professional services setting.
- Robust work experience with email marketing tools, CRM, and content management systems.
- Robust professional experience in running multiple social media accounts.
- Experience in working across multiple stakeholders, managing, and enhancing workflows.
- Detailed knowledge of analytical tools, analysis, reporting, researching, CRM, CMS, and Google Analytics.
- Strong ability to generate correct and insightful reports for making effective business decisions.
- Possess strong critical thinking skills, and the ability to apply it to analysing data and solving problems.
- Highly organised and detail-oriented, with a strong ability to manage several competing tasks simultaneously.
- Highly motivated self-starter with proven ability to work independently with little supervision on projects but produce great results.
- Excellent ability to communicate both verbally and in writing across several stakeholder groups.
- Proven ability to work effectively with internal teams to complete assigned tasks and projects before the deadline.
- Expertise with Excel, SharePoint, and common Microsoft Office products.
- Excellent writing, communication, and interpersonal skills.
- Ability to engage, influence and work positively with a wide range of people.
- Ability to work independently as well as take direction and work collaboratively across divisional and departmental boundaries.
- Excellent organisational skills and the ability to effectively prioritise.
- Ability to manage change and adapt to a fast-changing environment.

Personal qualities

- Welcoming, hospitable, and 'can-do' attitude.
- Ability to own and find solutions to problems.
- Commitment to living the Institute's values.
- Genuine commitment to equal opportunities, widening participation, and the Institute's Inclusive Learning Environment.
- Good time management, with an ability to work under pressure and meet tight deadlines, whilst maintaining high attention to detail.

Desirable criteria [i.e. the criteria that it is desirable (but not essential) that an applicant should satisfy]

Qualifications

- CIM Diploma in Professional Digital Marketing.

Experience and attributes

- Understanding of the impact of AI on digital marketing and the conversion funnel.
- Experience working in the education sector and understanding of the student journey.

Personal qualities

- Personal drive and self-efficacy.
- Creative thinker that provides non-obvious, but effective solutions.

Guaranteed Interview Scheme for applicants with a disability and other related information

We actively encourage applications from persons with a disability.

If an applicant with a disability meets the essential criteria for the job (as set out within the Person Specification), they will be provided with the opportunity to demonstrate their abilities at an interview under our Guaranteed Interview Scheme.

In order to request a guaranteed interview, to obtain documentation in a different format, to ask for support or to discuss any issues around reasonable adjustments, in the first instance, please contact Antony Charles, People, Talent and Culture Manager at antony.charles@bil.ac.uk. Please refer to our [Staff Recruitment and Development Policy](#) for further information.