

Role profile – Digital Campaigns Officer

Job title: Digital Campaigns Officer		
Responsible to: Digital Marketing Manager		
Purpose of role: To manage and deliver a range of digital campaigns, including creative content, as part of our wider digital and social media plans. To deliver timely, on budget, digital campaigns that maximise engagement from key audiences and support recruitment of new members.		
Key result areas: <ul style="list-style-type: none"> - Work flexibly and collaboratively across teams and stakeholders as required to deliver effective digital marketing and content for industrial and influencing campaigns of the union. - Manage campaigns from concept through to brief, specification, design, build, testing and evaluation. - Proactively identify creative ways for the union to deliver its digital marketing and influencing campaigns based on research, analysis and best practice. 		
Competency	Required standard	Agreed competency level
Meeting the needs of the organisation, members and colleagues	<p>Delivers campaigns that always bear the needs and viewpoints of members and potential members in mind and understand how these change over time.</p> <p>Pro-active in identifying new and innovative marketing campaigns that are timely and relevant to key audiences.</p> <p>Works collaboratively across the organisation to deliver project outcomes that contribute to the organisation's goals and enhance our brand.</p>	
Leadership	<p>Manages campaigns from inception to completion. This may include managing small cross-functional teams for the duration of a project.</p> <p>Being proactive in finding new ways to deliver objectives through digital presence, using the latest technology developments, design trends, and digital research.</p>	

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Communication	<p>Uses excellent communication skills to deliver campaigns that are accurate, consistent, clearly written and relevant to the target audiences.</p> <p>Keeps pace with emerging best practice across channels to promote the union’s messages, vision and image.</p> <p>Engages collaboratively with Prospect staff and members in order to achieve the best outcome.</p>	
Influencing	<p>Builds important relationships with colleagues, representatives, members and committees, as needed, in order to deliver projects and improvements</p> <p>Engages and liaises with external agencies and suppliers as required, including monitoring their performance on projects.</p>	
Planning and organising	<p>Delivers multiple digital and technical campaigns across a range of digital platforms - accountable to the Digital Marketing Manager and Head of Communications for their delivery to time, cost and quality, and with defined KPIs.</p> <p>Contributes to forward planning process to ensure integrated delivery of team goals and new projects.</p> <p>Commissions and liaises with outside contractors and professionals ensuring deadlines are met and maximum ROI.</p>	
Analytical thinking and problem solving	<p>Analyses market research/data to gain insight into audiences and optimum communication techniques.</p> <p>Recommends smarter ways of working to ensure effective digital communication and marketing.</p> <p>Evaluates the success of digital campaigns in an ongoing learning process, including via use of analytics.</p>	

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Team working	Builds productive working relationships with the team, internal stakeholders, and external agencies.	
Initiative	Develops and promotes ideas to colleagues or other stakeholders to win their support. Proactive in understanding developments across Prospect. Identifies opportunities to further the union’s digital marketing and communication in line with new research or technological developments.	