



teamwork • craftsmanship • innovation

Making Building a Better Experience for All

PERFORMANCE RELATED JOB DESCRIPTION

Job Title : Digital Marketing Co-ordinator
Employee Name :
Reports to : Marketing Manager
Date : October 2017

Purpose :

Be pivotal within the Business Development and Marketing team's ambition to promote and position the Woodhead brand and values through compelling written copy, video, photography and design.

Function :

Produce and co-ordinate digital content (compelling press releases, project videos, case studies, website updates and great design) to drive our digital marketing strategy to meet the Integrated Customer, Business Development and Marketing Plan.

Roles and Responsibilities :

Press releases and journalism

- To effectively deliver project related communications such as press releases blogs and other social media activity working with an external PR agency
- Work with customers and internal teams to produce effective press releases and project updates
- Drive online engagement with project related communications through digital channels including YouTube, LinkedIn, Twitter and Facebook
- Attending on site construction milestones to capture key activities, ultimately producing compelling and engaging digital content as an outcome
- Collaborate with an external PR consultancy to build relationships with key media outlets and secure regional/national coverage targeted in line with the overall marketing plan

Video Production and Photography

- Work with the Marketing Manager and customers to prepare creative briefs for project videos
- Plan produce edit and upload project videos to YouTube including client / team testimonials and construction related activities
- Undertake good photography at key project milestones and events
- Undertake post production editing to photos using software packages such as photoshop
- Co-ordinating the installation of timelapse equipment

Design

- Using software packages such as adobe in design to transform written information such as case studies, KPIs and bid documents into compelling well designed documents that improve readability and brand recognition
- Support in producing marketing documents such as case studies, powerpoint presentations and information packs
- Support the business development team to ensure all visuals are designed the highest quality in line with brand guidelines

Marketing

- Assist in producing and delivering marketing campaigns to support the integrated Business Development and Marketing plans
- Keep at the forefront of digital marketing advancements
- Undertake SEO activity
- Updating the website
- Design and distribute monthly email campaigns

General Responsibilities

- Support the day to day Business Development and Marketing activities as required
- Demonstrate good teamwork
- Promote the Company's values at all times
- Monthly reporting on progress against plans and activity

Required Qualifications/Experience	Level / Discipline	Date of Accreditation	Comments
Marketing	Professional Certificate such as CIM in Marketing or degree level desirable		
Creative writing / journalism	Advanced		
Video production	A high degree of experience in filming, editing and optimising short videos specifically targeted at YouTube		

Design and Creativity	A high degree of experience in designing documents, presentations and infographics in line with brand guidelines making the content easy to read and digest		Adobe package experience (such as Photoshop and Indesign) would be preferable however training will be given if required.
Social media	Competent in using social media including YouTube, Twitter, LinkedIn and Facebook		Willing to further develop knowledge in social media
Good IT skills, and knowledge of event management systems including Microsoft Office Packages and Eventbrite and Mailchimp or similar)	Capable and Experienced		

Key Performance Indicators – How to prove that you are doing your job properly	
Outputs	Indicators
Press releases and journalism	Produce 4 press releases per month
	Identify and produce 2 blogs per month in line with business positioning goals
Video Production and Photography	Plan, produce and upload 3 project videos per month in line with business positioning goals
	Plan and deliver 2 photography days per month
Design	Maintain exemplary levels of design across all collateral produced in line with brand guidelines
	Design 2 case studies per month
	Maintain a strong relationship with print providers to drive efficiencies
Communication and Teamwork	Take initiative to create processes of working that develop a “One Team” approach

PLAN MANAGE MONITOR REVIEW IMPROVE

NB Evidence of completing your Roles and Responsibilities must be produced at every review.

The Functions, Roles and Responsibilities will evolve over time and should be reviewed quarterly and amended as necessary to ensure they reflect the needs of the job.