
Digital Marketing Manager

Location: Edinburgh
Reporting to: Head of Marketing and Communications

Role

Assisting with the execution of multi-channel, integrated communications and marketing campaigns and a variety of other communications and marketing initiatives under the direction of the Head of Marketing and Communications.

Main Duties

- Lead on the implementation of our digital communications strategy in line with our campaign-based, integrated communications plan.
- Create, proof read and edit content for digital channels, including video content.
- Work with our business development team to implement client-focused content creation plans for practice areas/sector groups, ensuring content is optimised for search engine visibility.
- Lead on the development of the firm's suite of websites and microsites, including content creation, website development, and reporting on and monitoring performance.
- Implement and champion the firm's social media strategy.
- Oversee, copy edit and proof read content, including marketing material, ensuring it is 'on brand', consistent with 'house style', and in line with the firm's strategic objectives.
- Direct CRM data capture, use and reporting activity, in line with the firm's GDPR policy.
- Direct and support email marketing initiatives, reporting on performance to practice groups.
- Help gather information and create content for the firm's internal newsletter.
- Support with management of the departmental budget.
- Work in collaboration with in-house and external design resources to produce promotional literature and web-based assets.
- Undertake any other duties required by the team and requested by the line manager.

Person Specification

- Ability to work collaboratively with others to provide a high quality service to the firm.
 - Highly professional, able to work within budget to the exacting standards required in a leading professional services environment.
 - Methodical and organised approach to work, with excellent attention to detail.
 - Enquiring and analytical.
 - Comfortable working as part of a busy team.
 - Confident communicator with excellent interpersonal skills.
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Candidate Requirements

- Degree or equivalent professional qualification.
- Excellent grammar, punctuation and proofreading skills. Attention to detail is essential.
- Project management/campaign management experience and ability to deal confidently with a variety of stakeholders.
- Practical and, ideally, commercial experience of using social media channels such as LinkedIn, Twitter, YouTube, blogs/communities.
- Highly proficient in all MS Office packages (including PowerPoint).

Desirable Experience

- Experience of working in a corporate marketing/communications function, media organisation or public relations agency.
- Use of email marketing platforms.
- Understanding of search engine optimisation and its application.
- Working knowledge of Adobe Photoshop and InDesign.
- Experience of editing or producing video content.

These duties reflect the situation at January 2020 and may be subject to reasonable change at a later date.

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We will process the information you provide solely for the purpose of evaluating your application for employment. The information will be disclosed to the interview panel (if relevant), your line manager (if appointed), and Human Resources staff members. We may contact any references provided for the purposes of discussing your application, and will ask your permission before doing so.

If you provide any information deemed to be “special category” information under the General Data Protection Regulation, we may use this as follows:

- *We will use information about your disability status to provide appropriate adjustments to the interview process.*
- *We will use any information provided in our diversity monitoring form about your race, colour, nationality, ethnic or national origin, gender identity, gender expression, social mobility background, religious beliefs, sexual orientation,*



any disability information, age, and marital/civil partnership status to ensure meaningful equal opportunity monitoring and reporting. Any analysis of this data will be done on an anonymous basis.

Should your application be unsuccessful, the information provided will be deleted within one year of a decision not to progress your application.

If you have any further questions about how we process and store your information, or your rights in relation to this, please refer to our [GDPR Privacy Notice for Applicants and Work Experience Students](http://www.shepwedd.com/careers/working-with-us/privacy-notice) (available at www.shepwedd.com/careers/working-with-us/privacy-notice)