

# Digital Marketing Executive



## Responsibilities

### Communications

- Develop, implement and maintain a social networking strategy across the organisation
- Create effective marketing emails in collaboration with other members of the BRF team
- Develop targeted emails and list segmentation with others in the marketing team
- Create community using forums or other activities for all BRF ministries
- Involvement with producing effective video and audio content

### Creating and maintaining specific BRF websites

- Management and content maintenance for BRF, Barnabas in Churches, Barnabas in Schools and Messy Church websites
- Manage new website design builds and enhancement for the above websites and other selected BRF websites in collaboration with the Website Coordinator and others in the BRF team

### Marketing

- Online marketing of print, iPhone and iPad apps, ebooks and electronic content
- Online marketing of BRF's ministries, services and fundraising activities
- Grow and develop BRF's various online communities
- Develop a strategy for using Google AdWords, Facebook and other online marketing activities
- Work with authors to promote their books through their own website, emails, social media and blogging
- Input into print and other traditional marketing activities

### Analysis and reporting

- Track online sales and optimise landing pages and analyse campaigns
- Use Google analytics and other tools to monitor traffic using the BRF websites

### Other

- Involvement in other aspects of BRF web, sales and marketing

## Essential skills

- Experience of using WordPress / Joomla
- Experience of using Web Content Management Systems
- Working knowledge of basic HTML
- Experience of building HTML emails
- Experience of using social media
- Excellent written and verbal communication skills
- Ability to write and create copy for a variety of media
- Basic familiarity with image editing and sourcing
- Ability to work as part of a team
- Ability to think laterally
- Ability to use FTP client

- Well organised
- Managing projects with good scheduling and planning
- Proficiency with MS Word, Outlook and Excel
- Experience of working in a sales or marketing environment

Desirable:

- An eye for detail
- Some knowledge of CSS
- Familiarity with video work, editing with iMovie

This position is full-time and is initially a one-year contract, based in BRF's Abingdon offices.

Applications to:

Karen Laister  
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15 The Chambers  
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