

Digital Marketing Officer

Position:	Full-time
Location:	Head Office, Peckham, London
Reporting to:	Head of Business Development
Salary:	£22-£25k, plus 5% employer pension contribution, travel loan and other benefits
Closing Date:	Friday 14 th May 2021

Overview

London Mutual is one of the UK's largest credit unions. Our ambition is to grow the business to become the UK's leading not-for-profit community bank, supporting our members working in health and education in Greater London, and the Armed Forces nationwide. In this role, you will help deliver a step change in our marketing capabilities, promoting our products and services to new members and developing awareness of our brand.

Key Responsibilities

- Working with the Head of Business Development to develop an integrated digital marketing strategy covering email, website, organic and paid-for social media.
- Delivering innovative digital marketing campaigns, focused on growing our membership and promoting uptake of our loans and current accounts.
- Day-to-day management of our social media accounts, including (but not limited to), Facebook, Instagram and Twitter, building reach and followers.
- Producing a regular programme of targeted email communications that engage existing members and result in measurable increase in new business.
- Working with the Head of Business Development to design paid-for PPC and Display advertising campaigns, and ensuring that our digital marketing budget is spent effectively.
- Using design skills to produce high-quality creative content such as graphics, animations, printed reports and website landing pages for use across our channels.

Person Specification

This role would suit an individual looking to put existing design or digital skills to work in a goal-oriented and entrepreneurial environment, with the chance to gain wider experience in communications and strategic marketing.

Essential

- A confident communicator, with strong verbal and written English language skills, and the ability to write copy that is appropriate for a range of audiences.
- Creative skills in graphic design or similar (either through formal qualifications or a proven track record).
- An entrepreneurial mind-set, with tenacity, a strong sense of motivation and a desire for personal development and to see the business succeed.
- A social media user, with an enthusiasm for digital culture, wider trends, and an understanding of how they relate to the Business.
- High standards of professional and personal conduct, committed to treating our customers fairly, and ensuring that the Credit Union's legal and regulatory obligations are met.
- Commitment to the Credit Union's mission around financial inclusion and widening access to affordable financial services.

Desirable

- Basic knowledge of planning and running paid-for digital marketing (CPC) campaigns.
- Current experience in managing organisational social media accounts, whether in previous employment, or as part of a voluntary/community role.
- Some knowledge of analytical and statistical tools such as Google Analytics, Power BI, Data Studio or similar.