

ROLE TITLE	Digital Marketing Lead
DEPARTMENT	Corporate Communications and Brand
OPERATING ASSOCIATION/ DIRECTORATE	Orbit Group – People
RESPONSIBLE TO	Digital Marketing & Brand Manager

ROLE PURPOSE	
<p>Work with the Digital Marketing & Brand Manager and Head of Corporate Communications to raise awareness of Orbit and its corporate strategy through the effective delivery of marketing collateral and campaigns.</p> <p>Specific activities will include the delivery of brand marketing campaigns and activities; website optimisation; implementing effective SEO activation; development of social media and website content; project management of key marketing collateral and literature; and leading digital reporting.</p>	

ACCOUNTABILITIES / RESPONSIBILITIES
<p>Strategy</p> <ul style="list-style-type: none"> • Understand Orbit’s business strategy and ensure digital and marketing activity supports business objectives. • Commissioning and managing consumer insight programs to ensure that our marketing plans and activation is underpinned by solid insight • Assist with planning, developing and delivering marketing strategies <p>Marketing</p> <ul style="list-style-type: none"> • Responsible for supporting Orbit Homes’ marketing activity, ensuring there is a strong program of cost effective activity across the full marketing mix, encompassing digital, above and below-the-line advertising, and targeted communications, all designed to help achieve Orbit Homes’ marketing objectives and ensuring activity is value-added, on brand, targeted and measurable • Responsible for supporting Group marketing activity, ensuring there is a strong program of cost-effective activity across the full marketing mix (as required) and ensuring all activity is value-added, on brand, targeted and measurable • The Digital Marketing Lead will work with key stakeholders within the organisation to ensure marketing supports the businesses key needs, taking ownership for delivery of the marketing plans and rigorously evaluating all activity and spend to ensure that it delivers maximum ROI.

Digital and Web

Support all Orbit Group's digital channels, ensuring website content is updated and undertake regular reporting to monitor effectiveness and identify improvements.

- Take responsibility for content management and development of the Orbit Homes website key corporate pages
- Maintain and develop existing Group websites using various CMS platforms including Umbraco, creating and uploading content, including text, pictures, graphics, customer information and video
- Work with developers and suppliers for support on Orbit websites
- Deliver effective SEO activity to increase visibility of Group websites.
- Manage content uploads and change requests from across the business for website, intranet and social media channels
- Support the team by inputting ideas for social media content

Reporting

Ensure activity is on track and hitting KPI's, taking prompt remedial action when necessary.

- Produce reports and share with the business to build understanding of the marketing impact.
- Using Google Analytics to gather website usage statistics, providing reports and data analysis and suggesting ways of continually improving our websites.
- Use of audit software and processes to make sure our websites are up to date and a premium customer experience.

In addition to the above responsibilities, the Digital and Marketing Lead will:

- Raise awareness of Orbit's products and services
- Be proactive with identifying and researching solutions and innovative marketing ideas
- Readily share learnings and expertise within the wider team
- Provide mentoring and leadership support to the Corporate and Brand Communications Team
- Support the Orbit culture by representing the organisation's vision and values, and acting as a role model.

KNOWLEDGE/SKILLS/EXPERIENCE/PHYSICAL REQUIREMENTS

Essential

- Commercial marketing experience (min 3 years)
- Commercially astute
- Good understanding of digital marketing
- Creative confidence
- Good influencing and communication skills

	<ul style="list-style-type: none"> • Experience in producing end to end effective campaigns using a multi-channel approach • Excellent copy writing for a range of channels • Energetic team player
Desirable	<ul style="list-style-type: none"> • Educated to degree level in Marketing or a related discipline • Flexibility to travel to different sites and undertake occasional overnight stays • Completed or in the process of completing any leadership development training • Agency experience either as employee or a managing client

Orbit is an Equal Opportunities Employer and all staff are required to read and adhere to Group and local policies and procedures relating to Equality and Diversity

Orbit requires all employees to read and adhere to Health and Safety policies and procedures

Orbit requires all employees to read and adhere to all Orbit policies and procedures and Standing Orders.

Signed by Employee		Date	
Signed by Manager		Date	