



Job Description

Organisation: inFocus Consulting Ltd

Job Title: Digital Design and Marketing Manager

Reports to: Deputy Director (Tom Keyte)

Location: UK based, remote working from home

inFocus Consulting is a social impact consultancy firm, working in the UK, USA and international development arena. We support clients to improve both individual and organisational performance, by effectively planning for, measuring, evaluating and sustainably growing the impact of their work. We specialise in strategy development, monitoring and evaluation and knowledge sharing and dissemination. Our international specialist team are committed to supporting a global portfolio of clients to increase the positive impact of their activities upon the lives of people around the world. Our mission is to ensure that individuals, organisations and communities are effectively empowered by sustainable and transformational solutions to resolve long-term and complex social issues. We support organisations in understanding the impact they hope to achieve and subsequently develop the right skills, capacities and tools to move forwards. We ensure that solutions are 'generated by' and 'actively participated in' by all vested stakeholders and then implemented in the most efficient and effective ways. To find out more about our work, please visit our website, impactinfocus.com

Role Description

Working under the supervision of the Deputy Director (Tom Keyte) and performing tasks as well for the Managing Director (Dr Damian Hatton), the **Digital Design and Marketing Manager** role is multi-faceted and fast-paced. Our ideal candidate is someone with experience in **marketing, graphic design, website and social media management**. We are searching for a highly creative person to lead our digital marketing and design efforts. In this position, you will be responsible for all aspects of our marketing operations. Your central goal is to help grow our brand's influence across our target markets while also increasing brand loyalty and awareness. You will need to be able to work flexibly using either InDesign (or similar), Microsoft Word and PowerPoint to support our team of consultants with ad hoc input into the layout, design and infographics for reports and case studies we produce for our clients. Decision is often based upon our client's available budget for design work.

The role will be based in the UK but may involve international travel. The position will primarily be home-based, with occasional requirement to work from one of our offices in either High Wycombe, Brighton or Bath, for key meetings.

Responsibilities

Responsibilities include, but are not limited to the following:

- ▶ Design and oversee all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns.
- ▶ Provide graphic design support for both marketing activities and 'client focused' work.
- ▶ Develop and monitor marketing and campaign budgets.
- ▶ Plan and manage our social media platforms.
- ▶ Develop and oversee our email marketing campaigns and newsletter.



- ▶ Maintain and improve our website and SEO.
- ▶ Manage our affiliate scheme and oversee marketing of our E-Learning and other Digital Products.
- ▶ Overseeing and coordinating the digital advertising budget and spend.
- ▶ Oversee and manage all promotional events/ activities.
- ▶ Prepare accurate reports on our marketing campaign's overall performance.
- ▶ Identify the latest trends and technologies affecting the training and consulting industry.
- ▶ Evaluate important metrics that affect our website traffic, service quotas, and target audience.
- ▶ Work with the inFocus team to brainstorm new and innovate growth strategies.

(The above will be done in conjunction with our E-learning and Training Lead (Tom Keyte), eLearning & Marketing Administrator (Kelly Crawshaw), a freelance multi-media team and internal team members).

This job description is current at the date of issue. As and when the work of inFocus develops or changes so the areas of responsibility may be subject to change, and the job description reviewed. Such changes would in the first instance be made in consultation with the post holder.

Personal Specification

Essential Requirements:

- ▶ Highly creative with excellent analytical abilities, good writing, and problem-solving skills, with a keen eye for detail
- ▶ Outstanding communication and interpersonal skills.
- ▶ Excellent presentation, and computer skills are essential.
- ▶ Be a team player, able to handle constructive criticism and implement suggestions to improve marketing and design work.
- ▶ Stronger than average organisational, and time management skills.
- ▶ Able to work efficiently, quickly, and to deadline – there is an immediacy element to our team that runs through everything we do
- ▶ Ability and confidence to learn, to use new online tools/ applications in support of various admin/ marketing functions
- ▶ Good knowledge of, commitment and belief in the social/ charity sector as a vehicle for change
- ▶ Ability to work independently and without micro-management – our staff team is small and an expectation to work on projects and problem-solve on your own is essential

Essential Skills & Knowledge

- ▶ Up to date on the latest trends and technologies in digital marketing.
- ▶ In-depth knowledge of various social media platforms, best practices, and website analytics.
- ▶ An ability and desire to be creative and forward thinking in how we can use social media tools better to reach target audiences including Facebook, Twitter, LinkedIn, and YouTube
- ▶ Solid understanding of HTML, CSS, and JavaScript.
- ▶ Adept in using various Adobe Creative Suite software such as InDesign (or similar).
- ▶ Adept in using Microsoft Word and PowerPoint for professional and creative reports and presentations
- ▶ Familiar with project management concepts including scheduling, costing, and time management

Minimum Education and Experience

- ▶ Bachelor's degree in Marketing or relevant field.
- ▶ A minimum of 5 years' experience in a digital marketing, graphic design and/ or advertising positions.



Desirable Requirements:

- ▶ Experience in using LearnDash platform, WordPress, Mailchimp, Unbounce and/ or other digital marketing tools.
- ▶ E-learning Course/ Content development and design experience
- ▶ Knowledge and understanding of SEO, advertising, web development and Affiliate program management.
- ▶ Knowledge of consulting and training businesses; and Monitoring & Evaluation within the social sector context; both a strong plus.

Working hours

The position would be full-time (Monday- Friday 9-5.30pm local time). There may be need upon occasion to schedule international time zone calls, which fall out-with of these normal hours.

Salary, Pension & Benefits

The salary for the role is £32-35,000 per year (according to experience) and we offer a company pension scheme.

We also provide an ongoing programme of professional development to all staff members.

Annual Leave

inFocus offer 25 days’ annual leave per annum, in line with the financial year June to July.

Application Timelines & Interviews

Application & Interview Process	Dates
Application for role	Deadline is Monday 14 th December @ 5.00pm
1 st round Interviews (remote)	Friday/ Monday 18 th / 21 st December
2 nd round interviews (remote)	TBC / as required

How to apply

Please send your CV/ Resume and a Cover Letter addressing the Personal Specification profile and the value you can bring to inFocus Consulting Ltd to: office@impactinfocus.com by Monday 14th December 2020 @ 5.00pm