

Job Description

Role Title	Senior Digital Executive		
Directorate	Marketing		
Team	Group Marketing Communications		
Line Manager	Lead Digital Marketing Manager, Content & Digital		
New/ Existing Role	New Role		
Perm/ Fixed Term	Permanent	Grade 4	
Job Purpose	Responsibility for assisting the Lead Digital Marketing Manager with shaping the optimisation of Home Energy Scotland's digital advice service and Energy Saving Trust's Scottish programme digital activity.		
Resource Management Responsibilities	Budget/ Equipment Accountabilities N/A	People (EST) Accountability N/A	Contractor Accountability Working with a number of digital agencies.
Critical Accountabilities (between 4-8)	<ul style="list-style-type: none"> • Lead on the introduction of email automation, building flows, taking into consideration management of wider email activity. This includes ongoing optimisation, with QA testing and developing a playbook of rules and standards. • Working closely with the Lead Digital Marketing Manager, introduce email retargeting to Marketing's way of workings (from scoping to instructing relevant agencies to implement). • Act as key advisory role on the delivery of digital tools and initiatives such as tools and mobile apps • Develop user-friendly reports / dashboards to help stakeholders understand digital performance <ul style="list-style-type: none"> ○ Analysing data to understand what is going on and feed this back to the team to impact decisions for growth. ○ Extract and collate monthly and quarterly website reports. • Constructing queries to build marketing lists, using CRM functionality <ul style="list-style-type: none"> ○ Understanding business requirements and translating in to a logical query structure. ○ Validating the information synchronised between CRM and bulk email systems. • Act as subject matter expert proving digital expertise, best practice and guidance to support colleagues. • Undertake a variety of ad hoc activities as required to support the overall Marketing/Programme objectives. 		

Competency Requirements	Level 1	Level 2	Level 3	Level 4
Communication, interpersonal and negotiation skills			X	
Business sense			X	
Delivering results			X	
Knowledge and expertise			X	
Customer Focus			X	
Managing Change				X
Managing People				X
Team Working			X	
Knowledge, skills and qualifications required	<p>Essential: Demonstrable experience working in digital and email marketing covering specifically:</p> <ul style="list-style-type: none"> • Email automation – building programmes and workflows taking into consideration how to manage wider email activity • Good working knowledge of CRM systems, including understanding compatibilities and linkages with other systems such as bulk marketing email systems • Hands on experience with marketing automation software and techniques such as use of social media and email retargeting pixels • A solid understanding of the build/development process for mobile apps and digital tools with a broad knowledge of UX fundamentals • Analytical mindset: comfortable working with and interpreting data • Strong Google Analytics and Google Tag Manager usage • Strong practical understanding of latest digital marketing trends and platforms • Strong project management skills. • Excellent communication skills with the ability to write proposals and briefing documents. • Ability to interact confidently with senior stakeholders. <p>Desirable:</p> <ul style="list-style-type: none"> • Previous use of Energy Saving Trust’s chosen platforms: Dotdigital and Microsoft Dynamics (365). • Experience with experimental technologies such as VR and AR • Understanding of alternative digital service channels such as click to chat and chat bots • All round technical skills – not a developer but able to cope with basic HTML. <p>Qualifications: Graduate degree in relevant discipline or equivalent experience.</p>			