

## Digital Marketing Officer

£23,000 pa

### Summary

This new role within a dynamic and ambitious team will take responsibility for creating and executing an integrated digital marketing strategy for Belfast Exposed, to support and drive towards wider business goals.

With at least 3+ years' experience in a marketing role with a digital focus, the ideal candidate will have expertise in creating inspiring digital content, managing websites, setting up digital advertising campaigns as well as building social media presence and ensuring audience engagement; a demonstrable understanding and passion for the arts sector in Northern Ireland will also set the successful applicant apart.

### Key features of the role

- Strategic planning.
- Website CMS (content management system) experience.
- SEO (search engine optimization) implementation (both on-page and technical).
- Social media management- including content planning/creation and paid advertising.
- PPC (pay-per-click) experience.
- Email newsletter database management and growth strategy.
- Reporting and analysis using analytics systems.

### Essential Criteria

- Excellent written and verbal communication skills.
- Demonstrable experience of using initiative and strategy on a project.
- Working knowledge of the arts and creative industries.
- Working knowledge of optimisation of digital platforms (including but not limited to: Google, Facebook, Instagram, Twitter, LinkedIn, Website CMS (including Wordpress), YouTube, Mailchimp).

- Demonstrable experience (within the last 12 months) of developing and implementing effective social media campaigns.
- Demonstrable experience (within the last 12 months) of content creation and implementation.
- Strong working knowledge of Google Ads (formerly Google Adwords).
- Experience of delivering and evaluating the effectiveness of marketing plans.
- Experience of using Microsoft Office (particularly Word and Excel).
- Demonstrable experience of meeting sales driven targets.

#### Desirable Criteria

- Digital camera experience to produce quality photographs for marketing purposes.
- Image editing/creation experience using Adobe Photoshop and Lightroom.
- Video editing/creation experience using Adobe Premiere Pro.

Those wishing to apply for this role should send their CV and a cover letter sent to Conor ([c.obrien@belfastexposed.org](mailto:c.obrien@belfastexposed.org)) no later than **12:00pm, Monday 11th January 2021.**