



Job Title: Digital Marketing Project Officer		Thematic Area Adult Social Care, Health and Well-being	
Post No.	Grade F	Service Public Health	Location Jack Judge House
Responsible to Communication and Social Marketing Project Manager	Contacts Voluntary Sector, National Providers and User Communities groups, Organisation and partnerships, Public Health Team SWBH and Primary Care Trust - GP practices Service Providers Other partners as required	Persons responsible for: <i>(May be presented in the form of an organisation chart)</i> Attach separate sheet	
		Special conditions Approver: None/I-procurement Order and Receipt/I-procurement Order and Approve	
Working hours 37		Conditions of Service NJC	

This job description is a guide to the work you will initially be required to undertake. It may be reviewed from time to time to meet changing circumstances.

Job Summary

The post holder will be responsible for creating high-impact, persuasive digital communications and strategies to increase engagement and access to our public health offers. The successful candidate will be expected to create a range of high quality and successful communication and engagement activities to complement key programme milestones across all digital channels. The post holder will apply high level expertise to optimise public health communications including Healthy Sandwell website and social media platforms to drive traffic and engagement with our key activities.

The post holder will be responsible for helping to deliver reduction in health inequalities and population level health improvement in Sandwell together with monitoring and evaluating the safety, quality, efficacy, effectiveness and costs effectiveness. This would include analytical and judgment skills to appraise a range of varied and complex evidence on effectiveness and cost effectiveness together with evidence on implementation and integration of social prescribing services.

Key Working Relationships

Internal: Indicative: -

Public Health, Local Authority departments, Sandwell Libraries, Adult Social Care Teams, Children & Young People's services, Neighbourhood services, Health and Wellbeing board members, Commissioning and Service Improvement leaders, cabinet member for public health and others, local authority communications Team

External: Indicative: -

SWB Clinical Commissioning group, Local Acute Hospital and Mental Health clinical leads, Public Health England, NHS England Local Area Teams. Service Users Right Care Right Here Network, SCVO, VCF sectors.

Your current duties and responsibilities are:-

Website Optimisation

1. Create high quality content for public health communications e.g. website including but not limited to: engaging and succinct copy, sourcing appropriate imagery and designing and developing original creative content.
2. Provide a high level of expertise in using the website content management systems (e.g. Wordpress) to make updates to Healthy Sandwell websites.
3. Support requests for updates to copy or documents on websites, including editing content supplied by public health colleagues and building new pages / content areas.
4. Provide guidance and support to colleagues and stakeholders in planning and optimising online customer journeys, ensuring content is clearly presented and signposted.
5. Design and build pages for Healthy Sandwell website.
6. Managing and optimising Healthy Sandwell website architecture to ensure we meet our business goals while delivering a high quality experience for our users.
7. Provide guidance and support on best practice in writing for the web ensuring web content adheres to house style and tone of voice guidelines.
8. To raise the importance of what makes good mobile content and adoption of best practice within the directorate.
9. Work with public health managers to put in place maintenance schedules to ensure website content is regularly updated and support with the creation of content calendars to provide ongoing communication and engagement with customers.
10. Maintaining the content management project schedule so that large content projects are scheduled and resourced.
11. Creation, management and monitoring of KPIs for website content, production of monthly statistics reports, project updates, CMS usage breakdown for business reporting.
12. Providing strategic direction to increase website traffic, time on site, pages per session.
13. Actively support appropriate research and development activity to inform future service development. In particular:
 - National guidance (for example from NICE, Cochrane and Campbell reviews) is translated into practice.
 - Stay up-to-date of research concerning improvement of health particularly areas related to Public Health Digital Marketing.

- Utilise and develop opportunities to participate in regional and national research studies engaging with learning institutions with particular focus on leading Local Universities.
- Disseminate best practice with other practitioners in the field of health promotion and health improvement, thus maintaining local innovation via the Sandwell knowledge Transfer approach and theory.

Lead on search engine marketing

14. Development and implementation of SEO strategies, tactics and related activities to improve natural search rankings.
15. Continuously carry out keyword searches to informed recommendations on optimising website content, landing pages, social media and paid search copy.
16. Continuous A/B / multivariate testing of ads, copy and landing pages.
17. Management and implementation of Google AdWords campaigns.
18. Stay up to date with the latest SEO and digital marketing trends and best practices.

Content Creation

19. Writing entertaining and informative search engine optimised copy.
20. Repurposing content for different mediums including social media and video
21. Creation of entertaining and informative video content for the Healthy Sandwell website.
22. To participate in the operation of the Council's Appraisal Scheme.
23. Social Media Marketing:
 - Manage and facilitate social media communities by responding to social media posts and developing discussions
 - Contribute to social media strategy
 - Design, manage and evaluate social media advertising campaigns
 - Monitor and report on performance on social media platforms using tools such as Google Analytics
 - Produce and curate relevant, high-quality content including written, graphic and moving image, to engage with and influence target audience

24. To participate in the operation of the Council's Appraisal Scheme.
25. It is your responsibility to carry out your duties in line with the Council's policy on equality and be sensitive and caring to the needs of the disadvantaged, promoting a positive approach to a harmonious working environment. You should act as an exemplar on these issues and should identify and monitor training for yourself and any employees for whom you are responsible, in line with this policy and the Equality Act 2010.
26. Such other duties as may be appropriate to achieve the objectives of the post to assist the Thematic Area in the fulfilment of its objectives commensurate with the post holder's salary grade, abilities and aptitudes.
27. The post holder must at all times carry out his/her responsibilities with due regard to the Council's policy, organisation and arrangements for Health and Safety at Work.