

## JOB DESCRIPTION

<b>Vacancy reference:</b>	SRF33528-R
<b>Post Title:</b>	Social Media and Analytics Manager
<b>Grade:</b>	6
<b>School/Department:</b>	Marketing and Communications, Henley Business School
<b>Reports to:</b>	Head of PR, Communications and Content
<b>Responsible for:</b>	Senior Digital Engagement Executive

### About us

Henley Business School, part of the University of Reading, is a world-class triple accredited business school. With campuses, offices and partnerships around the world, over 7,000 students from more than 100 countries and over 80,000 alumni from 160 countries, we are a truly international institution. Our courses are enriched by up to date knowledge, research and commercial experience, and aimed at students and professionals at every stage of their career – from undergraduate through to postgraduate, PhD, MBA, DBA, executive education. We therefore have a wide-ranging global customer base which includes both B2B and B2C marketing.

### The role

Our Brand, Digital & Content team is at the very core of our approach to content led customer experience marketing and we have an exciting opportunity to join this dynamic and digitally focused unit. We are looking for a data driven digital marketing professional to take ownership of our social media and marketing automation operations, and bring their analytical skills and concise insights to push our marketing approach to the front line of digital practice.

### Main duties and responsibilities

- Manage the social media operation, including creating content for a variety of platforms and digital mediums
- Derive insights using Google Analytics and report to key internal stakeholders of various levels
- Derive insights using Social Media analytics and report to key internal stakeholders of various levels
- Outline and define KPIs for key digital marketing channels including website and social media, and report on tracking and results to Head of Content and other senior stakeholders
- Ensure KPIs are aligned with and actively drive the overarching digital/ brand/ marketing strategies
- Design and develop a scalable automated approach to managing, tracking and analysing engagement and conversion through digital channels against campaign, brand and recruitment KPIs, utilising cloud data management platform and/or associated technologies
- Identify and report on opportunities to improve performance across digital channels and campaigns from deep analysis of tracking data
- Evangelise a measurable, targeted approach to content production, publication and promotion across the business school and related stakeholders, including with website CMS community

- Assist in the planning and delivery of social media platform adoption and growth across international markets based on campaign, brand and recruitment KPIs and identified key target markets
- Ensure insight-driven best practice is applied across content generation and other related activity from the marketing team
- Benchmark digital marketing activity against competitors by tracking, monitoring and testing and reporting on results
- Report on industry performance and market trends, serving as the industry expert on digital marketing techniques.
- Be the key point of contact for proving the returns on our digital marketing activities.
- Ensure that Henley's digital presence adheres to relevant laws, policies, quality standards, and guidelines
- Work collaboratively with the University's digital development and design units
- Represent the Business School on relevant University committees, as required
- Work with marketing executives, creative, digital and media planning agencies as required

### **Supervision received**

This role reports to the Head of PR, Communications and Content. General guidance will be provided, but you will need to manage your own workload and report on implementation and success levels.

### **Supervision given**

Line Management of Senior Digital Engagement Executive.

This role will supervise content production for social media with a view of optimising performance of promotional campaigns and the overall offering of our channels. There may be requirement for you to manage the work of external and internal resource on a project by project basis.

### **Contact**

You will be required to work with other members of the Brand, Digital and Engagement team and colleagues from across the wider marketing team to deliver reporting and digital insights. You will be working alongside an integrated marketing agency and will need to liaise with them on campaign and brand performance across digital channels. You will also work alongside recruitment and marketing teams within the business school.

### **Terms and conditions**

This is a full time role. Some extra hours may be required, including weekend working, depending on the projects supported.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

**Date assessed:** 25 August 2020

# PERSON SPECIFICATION

Job Title	School/Department
Social Media and Analytics Manager	Henley Business School

Criteria	Essential	Desirable
<b>Skills Required</b>	<ul style="list-style-type: none"> <li>• Skilled in the use of Google Analytics including funnels, goal setting and monitoring</li> <li>• Skilled in use of social media analytics platforms and/or methodologies</li> <li>• Ability to define actionable insights from analytics</li> <li>• Good Understanding of Search Engine Optimisation (SEO) principles</li> <li>• Experience managing social media platforms</li> <li>• Ability to work at pace and to demanding deadlines</li> <li>• Strong analytic skills</li> <li>• Attention to detail</li> <li>• Planning and organisation skills</li> <li>• Excellent communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• Creating data visualisations using business intelligence platform(s)</li> <li>• Use of social media insights platforms such as Sprout Social, Hootsuite, Fanpage Karma, Moz</li> <li>• Report production from data driven insights</li> </ul>
<b>Attainment</b>	<ul style="list-style-type: none"> <li>• Digital Media, Marketing or similar degree in a related field or</li> <li>• Relevant industry experience</li> </ul>	<ul style="list-style-type: none"> <li>• Google Analytics or similar digital marketing Qualification</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Strong industry awareness to identify key drivers of success, opportunities and threats.</li> <li>• Understanding of customer experience and behaviour online.</li> <li>• Understanding of online conversion including customer journeys and persona mapping.</li> <li>• Understanding of the importance of brand guidelines and ensuring a consistent tone of voice</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of principles of marketing automation.</li> </ul>
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Experience running end to end digital marketing campaigns including PPC.</li> <li>• Previous experience working with digital KPIs</li> <li>• Experienced in producing analytics reports</li> <li>• Understanding of content-led marketing including experience creating and briefing in content for digital mediums</li> <li>• Experience of prioritising and performing well under pressure and tight deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in applying digital marketing models such as Zero Moment of Truth to drive insights from complex data</li> <li>• Use of business intelligence automation software</li> <li>• Experience of big data manipulation</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>• A confident, creative and tenacious self starter who is able to work to strict deadlines with minimum supervision</li> <li>• Great team player</li> </ul>	

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Completed by: Cheryl Walmsley

Date: 2 November  
2020